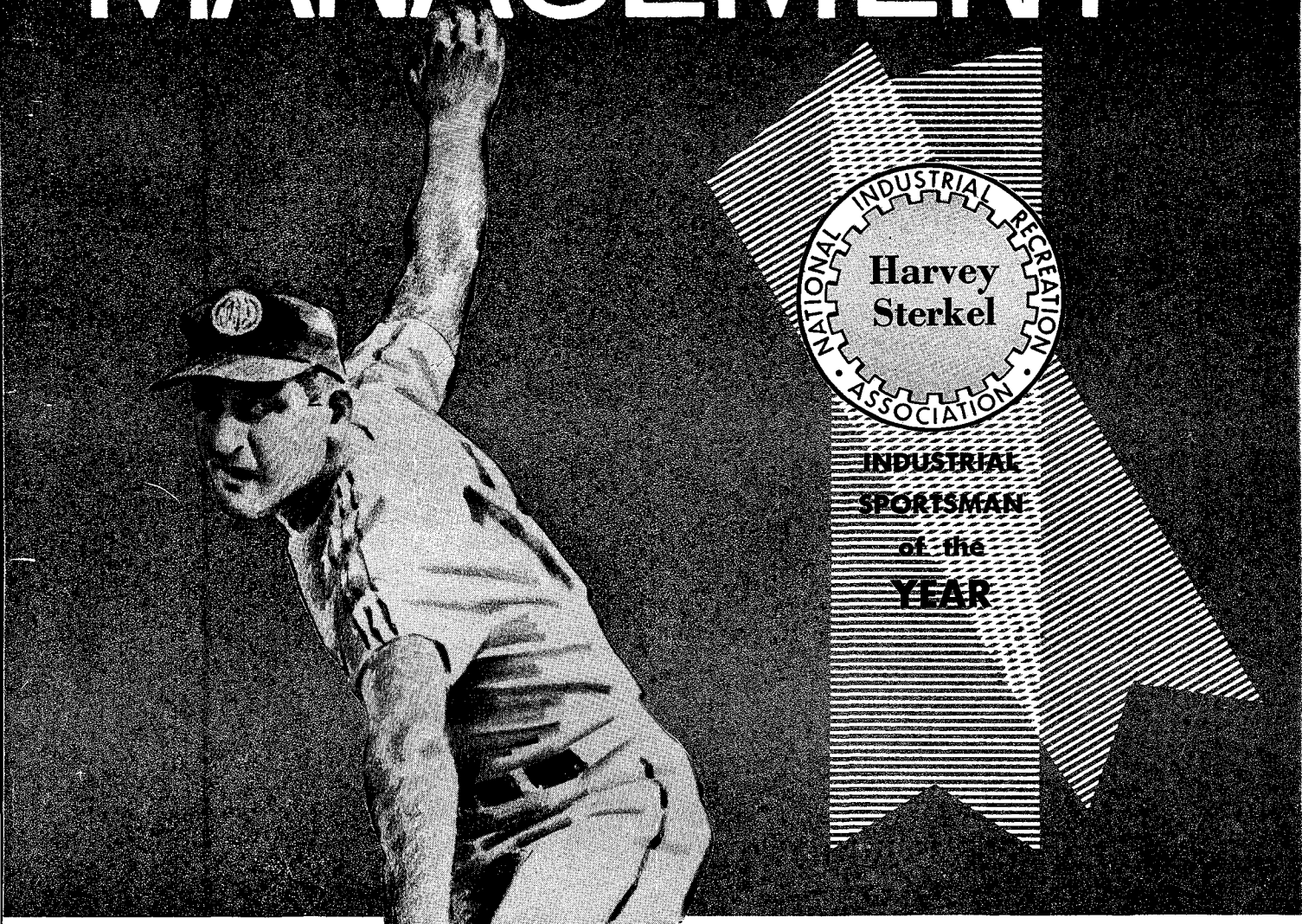
RECREATION MANAGEMENT

JANUARY 1960

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

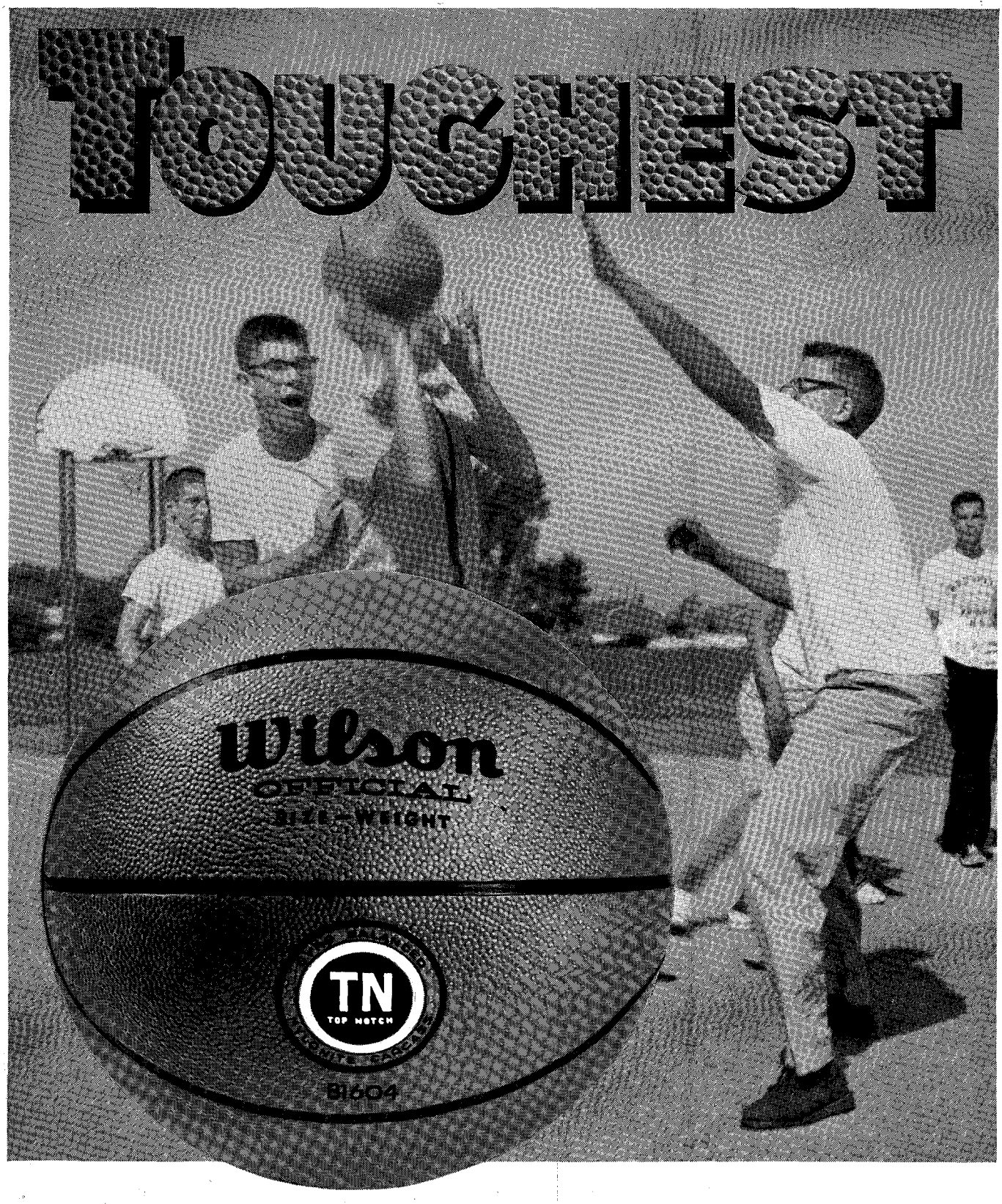




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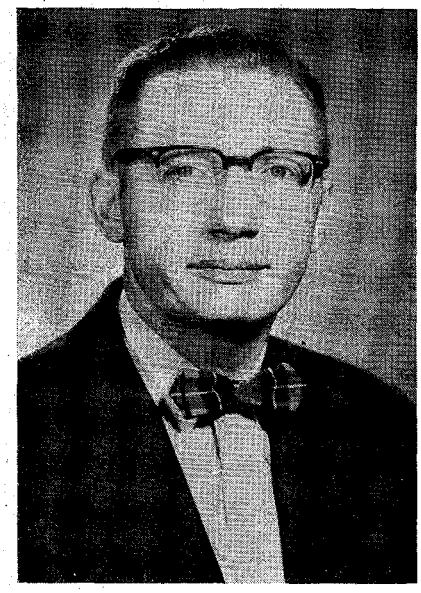


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President John H. Leslie

Significant Occasions

It was just three years ago that the National Industrial Recreation Association took one of the most significant forward steps in its history—the decision to establish its own official publication as a service to NIRA members and to all segments of the industrial recreation profession.

RECREATION MANAGEMENT came into being as a result of that decision by the elected officers of the Association. The first issue of the magazine was published in January 1958.

This month's issue marks the beginning of our third year of publication. It is an occasion of landmark importance not only for NIRA but for the entire recreation game. R/M, in my opinion, ranks with the National Conference and Exhibit as a contribution of vital consequence to the well-being of our Association and the industry as well.

FILLS TWO LONG-STANDING NEEDS

The NIRA magazine has filled two long-standing industry needs from the very beginning. As a service publication, it enabled the Association to expand its membership aids with a year-round flow of invaluable editorial material to recreation directors for the operation and management of their programs. Of equal importance, it gave the recreation industry a common meeting ground where directors and suppliers could meet and do business with each other in mutual confidence.

These were the twin objectives that motivated NIRA leadership to establish RECREATION MANAGEMENT back in 1957. The spectacular growth of the magazine in its first two years is ample evidence that both objectives have been served effectively and with distinction. So much so, in fact, that industrial recreation directors generally regard the magazine as the Bible of their profession by which they can better serve their own interests as business men and at the same time do a more effective job of promoting their programs and serving the needs of employees.

There are always a few "Doubting Thomases" in left field, however—directors who want to know "what is NIRA doing for me?"

To these men I can only say, "Look at the scores of member services that come your way through the pages of RECREATION MANAGEMENT. Look at them and use them. It's as simple as that. Many of your fellow directors have stated for the record that the magazine alone is worth more to them every month than the cost of their national dues for the entire year.

ENTHUSIATICALLY RECEIVED BY EVERYONE

It takes a combination of many things to make for the growth and success of a service publication such as ours. Among the foremost of these are the enthusiastic reception of the magazine by NIRA members everywhere, the cooperation of affiliated organizations in serving us pipelines of news and information from their areas and the support of our advertisers in the recreation industry.

R/M has fulfilled one other tremendously important function. It has served as a catalyst to bring the members of our Association closer together, to weld them into a stronger membership of state and local associations, and to generate a greater degree of understanding, cooperation and good will throughout the organization. As individuals we are thousands of miles apart in 50 states, the District of Columbia and Canada. As members of NIRA, we are in constant touch with each other through the pages of R/M. Distance ceases to separate us as we identify our interests with each other and work out common problems to our mutual satisfaction.

CONGRATULATIONS FROM 6,000 READERS

By now you must realize that as President of NIRA I am "high" on R/M and its tremendous record of service and achievement with every issue that comes off the press. That this is so, is a fitting tribute to our headquarters office staff. To this group I want to express thanks. Their teamwork and cooperation to produce the magazine month after month deserves the accolade of every one of us; and so, members of the staff, congratulations on a job well done from every one of the 6,000 RECREATION MANAGEMENT readers.

TOP MANAGEMENT SPEAKS:

"Effort made by the company to encourage spare-time activities pays big dividends both to Kodak people and to the company"

what we do in our working hours determines what we *HAVE* . . .

. . . what we do in our play hours determines what we *ARE*



Many years ago, George Eastman, founder of Eastman Kodak Company, wrote, "What we do in our working hours determines what we have. What we do in our play hours determines what we are."

This, I think, expresses very well the value of recreation time well spent. The use of one's free time does have a strong influence on character, on health, and on the capacity to enjoy life to the full. How free time is to be used must be, of course, a strictly personal decision. Nobody should tell you or me what our hobbies, activities, and interests ought to be.

But it is evident that worthwhile interests outside of working hours can be fostered by the availability of adequate facilities and the companionship of others who share our interests. In this respect, industry would seem to have a real obligation to its men and women. Certainly, if athletic fields, gymnasium facilities, reading rooms, and areas and equipment for pursuing his hobbies are available to a person—along with the companionship of people who share his spare-time interests—he will be far more likely to enter into and benefit from stimulating and rewarding activities. Many companies are in a good position to provide the physical setup for bringing this about.

If there is a certain obligation here on the part of a company, I would emphasize that it should not be thought of as relating strictly to athletic or physical pursuits. Individual interests range far beyond these fields. The pursuit of knowledge, hobbies of an intellectual kind, and non-physical competitive activities should also be encouraged. In fact, a person's preparation for life—and especially for his or her retirement years—is a lifelong process which can be carried on most productively during leisure hours. Much of this preparation is of an intellectual kind. I believe this is why Kodak, in addition to providing extensive athletic facilities, also provides facilities and opportunities for those interested in travel, in books and in hobbies that require study and concentration.

Kodak management is convinced that the money spent, and the effort made by the company to encourage spare-time activities, pays big dividends both to Kodak people and to the Company.

Donald McMaster

Chairman of the Executive Committee

Eastman Kodak Company

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

JANUARY 1960 Volume 3, Number 1

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JANUARY COVER—R/M's selection as the Industrial Sportsman of the Year: Harvey Sterkel, ace pitcher for the Stephens-Adamson Mfg. Co. Cover design by Leo Rotelli, portrait by Don Mills. Photo credits: pages 6 and 7, Clearwater SUN, Stephens-Adamson Mfg. Co.; pages 12 and 13, Beech Aircraft Corp.; pages 16 and 17, Junior Achievement, Inc.

IN FEBRUARY R/M

CAMERA CONTESTS

Photography is one of the nation's leading hobbies and one of the most popular industrial recreation activities. Here's how to run a company camera contest that will draw enthusiastic response from your employees.

GOLF COURSE SURVEY

Industry operates almost 100 employee golf courses. This special study discloses detailed information on operation and maintenance, fees and other general practices.

EASTMAN AUDITORIUM

New employees auditorium at Eastman Kodak in Rochester serves as an excellent example of good planning in industrial recreation facilities.

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Industrial recreation's

SPORTSMAN OF THE YEAR



Stephens-Adamson's Harvey Sterkel

Harvey Sterkel, a highly skilled yet humble champion, truly represents the spirit of thousands of employee sportsmen

In the great world of sport, untold legends are mass produced in industrial sports programs. These feats of skill and sportsmanship by employee athletes are equally as colorful and moving as the widely publicized accomplishments of the professional and big college stars.

As more and more people participate in company programs, it is only fitting that their achievements be recognized by honoring the Industrial Sportsman of the Year.

In making the first award of this type, RECREATION MANAGEMENT had no problem finding qualified candidates.

Knotted in a seven-way shoot-off, Jim Cain of Champion Paper & Fibre Co. trained his sights on the flying target, popped 99 of 100 out of the sky to win the Armco Industrial Trap Shoot.

Joe Broderick, Goodyear Tire & Rubber, performing with the same near-perfection, placed almost every shot in the bullseye to score 197 of a possible 200 points and win the NIRA-NRA Postal Rifle Match.

Playing on a par with the country's best amateur golfers, Tom Shafer of Bendix Aviation combined rounds of 72-74 to beat out 363 employee golfers and become the 1959 Mid-West Industrial Golf Champion.

These and countless other standout performances crowded the industrial sports scene in 1959. Yet this year, on the deep green turf of Jack Russell Stadium in Clearwater, Fla., R/M's selection was made easy.

It was here last September, that a young man who normally spends his days in the quality control laboratory of the Sealmaster Bearings Division of Stephens-Adamson Mfg. Co. rewrote World Softball Tournament history.

Harvey Sterkel has long been well known in softball circles. At 17, he won his first World Tournament game. He became an All-American pitching selection at 18, and, at 22, the World Tournament's most valuable player.

Finally, this year, the 25-year-old



HOMECOMING WELCOME for the World Champs ended in a parade through Aurora. Admiring the trophy, C. B. Hurd, Stephens-Adamson vice president; LeRoy Hess, Sealmaster manager; L. S. Stephens, president; and Harvey Sterkel.



SON BOBBY, 5, gets a beginner's pitching lesson from his father. Other Sterkels: Ronnie 3 and Susan 6 weeks.

fireballing righthander became a member of a World championship team with a phenomenal performance that eclipsed his previous accomplishments.

The Sealmasters entered the World Tournament at Clearwater as a dark-horse. In 1956, the Aurora, Ill. team went to the semi-finals before being eliminated 1-0. In 1957, they went all the way to the finals only to lose the championship 1-0 in 18 innings.



JACK RUSSELL STADIUM, Clearwater, was filled to its 7,500-seat capacity when Harvey Sterkel blanked the Clearwater Bombers to bring the World's Softball championship to the Stephens-Adamson Sealmasters.

LONG ROAD BACK

1958 was a grave disappointment. After winning their opener against the defending champion Clearwater Bombers, they lost successive 1-0 games and went home to await "next year."

But, after losing their first game to the Bombers in the 1959 meet, it looked as if "next year" would never arrive. No team in the double elimination World Tournament had ever lost their first game and come back to win the championship.

Trying to come back, the Sealmasters were given a first class scare by a team from Manzanillo, Cuba, before squeezing out a 1-0 win in 11 innings. Now they were on the way. Teammate Don Proctor turned back Salt Lake City, but from here on in, all the pitching was handled by Sterkel.

He set down a commercial team from Miami on two-hits, then fanned 19 in whipping Baltimore. Victory No. 3 came on a two-hitter against Champion Paper & Fibre YMCA.

The next hurdle was almost too high, but the Sealmasters made it by coming from behind with two runs in the last inning to down the De Jur Cameramen from Long Island City, N. Y. Sterkel struck out 10.

This put the Sealmasters in the semi-finals on the morning of the tournament's last day, but they were still far from the championship. Manager LeRoy Hess called on Sterkel to go against the defending champions, the Raybestos Division of Raybestos-Manhattan, Stratford, Conn.

The Sealmasters scored three in the first to take off the pressure, but Sterkel did his part by holding the champions scoreless on one hit.

The undefeated Clearwater Bombers came next. Losing to the Bombers meant the end of the line, but the Sealmasters had to beat the Bombers twice before they could eliminate their old foe.

Both games were thrillers with Sterkel's unbelievable pitching taking all the headlines. He held the Bombers scoreless with two hits to win the opener 1-0.

In the showdown second game, Harvey and Bomber pitcher Bill Massey battled in a scoreless tie until the 10th inning when Manager Hess doubled home the winning run that made the Sealmasters the World Softball Champions.

It was a big day for Stephens-Adamson and all Aurora. For Sterkel it was a day in which he pitched three shutouts against the World's toughest competition. Typically modest and overly tired, he could show little excitement.

But the rest of us can only stand in awe of his amazing record: three victories in one day, five victories in two days, and to stretch it one further, seven victories in three days.

SEVEN WINS IN THREE DAYS

In all he won eight games while losing only one. In 60⅔ innings, he struck out 84 (40 more than his closest competitor) while walking only 11. He pitched four shutouts.

His only defeat was a 1-0 loss in 12 innings.

Author of what is probably the greatest sports story of 1959, Harvey Sterkel truly deserves the honor of being chosen the first Industrial Sportsman of the Year.

FOUR YEAR'S WITH STERKEL

Statistical re-cap of Harvey Sterkel's four years with Stephens-Adamson Sealmasters

Year	W	L	IP	SO	BB	H	ERA
1956	30	3	244	548	23	41	0.17
1957	25	2	201	421	27	44	0.14
1958	25	2	231	519	38	45	0.09
1959	39	2	306	595	44	83	0.27
Total	**124**	**9**	**982**	**2083**	**132**	**213**	**0.17**

includes 33 no-hit games



NIRA CONFERENCE and Exhibit at Chicago in 1956 featured a softball pitching demonstration of Harvey Sterkel's dazzling delivery. Only 22 at the time, Harvey was already established as one of the nation's top fireballers.

THE AMATEUR SOFTBALL ASSOCIATION OF AMERICA

SALUTES INDUSTRY IN SPORTS

Governing body of softball in the United States, and affiliated with the International Softball Federation, United States Olympic Association, Amateur Athletic Union, National Recreation Association and National Industrial Recreation Association. A not for profit corporation, incorporated and dedicated to develop and perpetuate interest in softball and to further the spirit of sportsmanship among the youth of America.

BALLS AND STRIKES

Monthly softball newspaper, and official publication of the Amateur Softball Ass'n. Up-to-the minute news of Softball in the United States and 200 Foreign Countries. The only publication of its kind. Subscribe and keep abreast of the latest developments in softball. Subscription $1.50 per year, Canada: postal money order only special bulk rates. Send subscription to—Balls and Strikes, 11 Hill St. 201, Newark 2, N. J. or write for details.

OFFICIAL GUIDE AND RULE BOOK

The 1960 Fast and Slow Pitch Softball rules have been completely recodified, and are a must for every softball player and manager. This is the only official guide and rule book of the International Joint Rules Committee on Softball. Delivery March 1st, 1960. Special prices to Industry, list . .75¢ per copy. Send your order now to Amateur Softball Ass'n. 11 Hill St., Newark 2, N. J. to insure prompt delivery.

THE AMATEUR SOFTBALL ASSOCIATION WELCOMES INQUIRY FROM INDUSTRY

Our services are free to members of the National Industrial Recreation Association as Affiliate Members. Write the National Office, 11 Hill St. Suite 201, Newark 2, New Jersey for the name and address of our local representative, and for information on our activities. We will gladly assist you with your softball problems.

The Big Year Ahead

NIRA Directors emphasize expanded research program, set bowling tournament dates, unfold conference plans

Approving an expanded, three-point research program, the NIRA Board of Directors put in motion a sweeping plan to provide thorough, up-to-date information on all phases of industrial recreation.

Introduced by Research Director Gordon L. Starr at the Board meeting, Nov. 14, at the Hotel Sherman, Chicago, the program provides for:

1. Establishment of an Education Committee to develop program manuals and educational brochures in the following specific activity areas: athletics, arts and crafts, music, entertainment, nature, hobbies and cultural.

Committee chairmen in each of the specific areas will be NIRA members with special qualifications in the particular fields.

In addition to preparing new materials, the committee will revise present NIRA manuals.

2. Establishment of a research policy to stimulate and coordinate research by prospective surveyors, research students and others wishing to conduct research projects.

Under the policy, proposed research projects will be sent to each member of the five-man NIRA Research Committee who will recommend changes and approval or disapproval.

Upon approval, the survey or questionnaire will carry the statement "Authorized by the NIRA Research Committee." This policy will guarantee that surveys made of NIRA members will be worthwhile projects conducted according to approved statistical methods.

In addition to Starr, members of the Research Committee include Dr. Herbert Heneman, Director of the Industrial Relations Center, U. of Minnesota and NIRA past-presidents C. A. Benson, Eastman Kodak; A. H. Spinner, Armstrong Cork; and Kenneth Klingler, Consolidated Vacuum.

3. Research grant to the U. of Minnesota to study the relationship of employee participation in industrial recreation and employee morale, absenteeism, job tenure, turnover ratings and efficiency. This study will be conducted both by questionnaire and interview with selected firms in the Minneapolis-St. Paul area.

In other business conducted by the Directors, both the postal division and the national finals of the NIRA Fish-A-Rama as well as the second annual NIRA-NRA Postal Rifle and Pistol Matches (see page 8) were approved for 1960.



NIRA Board of Directors meeting in Chicago, Nov. 14

The Commodore Hotel in New York City was selected as the site for the Association's conference and exhibit in 1962. This year's conference will be at the Sheraton Cadillac in Detroit and at the Hotel Sherman, Chicago in 1961.

National Bowling Meet

Final plans for the 13th annual National Industrial Bowling Tournament were completed by the NIRA Directors.

Under NIRA co-sponsorship for the first time, the 1960 event will be hosted by the Timken Roller Bearing Co., March 26-27 in Canton, Ohio.

Earl Schreiber, Timken recreation director and NIRA bowling committee chairman announced that entry forms will be in the mail this month. The tournament will be run on the same basis as in the past: entries will be limited to 60 teams on a first-come, first-served basis; each company location may enter two teams; and team averages cannot exceed 940.

The nine-game, five-man team event will be rolled over 36 newly installed AMF-equipped lanes at Canton Recreation. As in the past, individual awards will be presented for high nine and three game series and high game.

Sponsored by the Whirlpool Corp. in St. Joseph, Mich., last year, the NIBT was won by Auto Specialities Co. with an 8696 team total. George Jelinek, Eaton Mfg. Co., Cleveland took individual honors with an 1868.

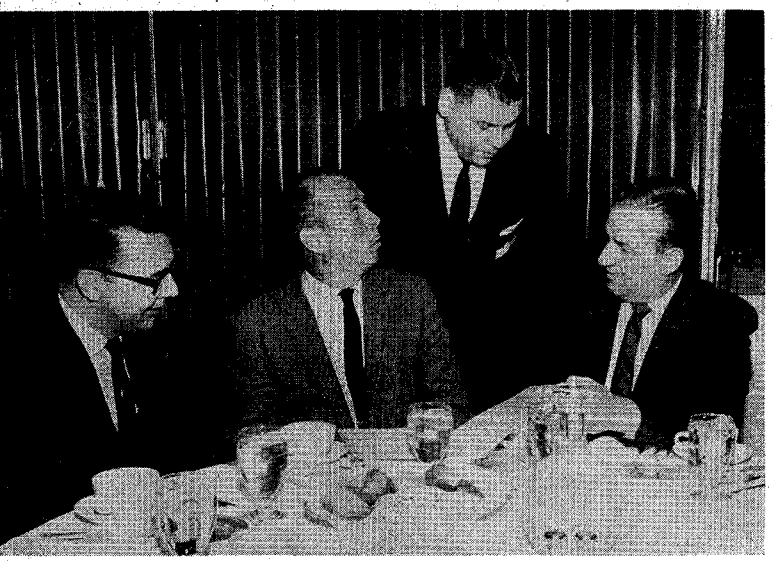
1960 Conference Plans

With five months to go, arrangements for NIRA's 19th annual Conference and Exhibit in Detroit have already reached the final stages.

Outlining plans to the Board of Directors, Conference Co-chairman Tom Shanahan of Ford Motor Company emphasized these highlights in addition to an impressive array of key speakers and panel sessions:

1. On the afternoon of the second day, delegates will tour the final assembly line of the Ford Rouge plant where they will witness the production techniques used in turning out one automobile every 45 seconds. From the plant they will travel to the famous

continued



PLANNING 1960 National Industrial Bowling Tournament (l-r): John Soos, manager, personnel administration, Whirlpool Corp.; Earl Schrieber, recreation director, Timken Roller Bearing Co. and this year's tournament director; Don Neer NIRA executive secretary; and Steve Wendelken, Whirlpool Corp., last year's tournament director.



ATTENDING NIRA Region IV Workshop (standing, l-r): Summers Jarrett, The Chemstrand Corp.; R. L. Sidebottom, Escambia Chemical Corp.; Bill Hatcher, Columbia National Corp.; Mat Matlack, Aro, Inc.; (sitting, l-r) Red Barnhart, St. Regis Paper Co.; John Leslie, Minn. Mining & Mfg. Co.; and Bob Turner, West Point Mfg. Co.

continued

Ford Rotunda which among other displays will include the Ford International annual employees art exhibit.

2. The following evening delegates will be taken by bus into Canada where they will be greeted by the Royal Canadian Mounted Police and the Scotch Kiltie Band. In Canada, the group will inspect public park facilities and tour the Hiram Walker distillery. Then delegates will be taken to Canada's top night club, the Elmwood Casino for dinner and floor show.

3. Entertainment at the Inauguaral Banquet on the last night of the Conference will feature professional acts that delegates would want to hire to perform at their own recreation functions.

The Conference, to be held May 22-25 at the Sheraton-Cadillac Hotel, is co-sponsored by the Industrial Recreation Association of Detroit.

NIRA Workshop

Industrial recreation directors from the Southeast gathered in Pensacola, Fla., Oct. 23, for the NIRA Region IV Workshop.

Co-sponsored by The St. Regis Paper Company and The Chemstrand Corp., the workshop featured discussion sessions on recreation trends in the Southeast, business and industry recreation problems, and "why should management be concerned with recreation."

NIRA President John Leslie of Minnesota Mining & Mfg. Co. delivered the keynote speech, "Recreation Is an Integral Part of a Sound Personnel Program."

Early Booth Sales

Indicating a sell-out house, early booth sales for the 1960 NIRA Conference and Exhibit climbed to 37 at press time.

The following exhibitors have already reserved space in the year's only display of industrial recreation equipment and services:

Adirondack Bats, Inc.
American Bowling Congress
American Playground Device Co.
Athletic Institute, Inc.
Automatic Canteen Company of America
The Coca-Cola Company
Conn Corporation
Converse Rubber Company
Eastman Kodak Company
Hillerich & Bradsby Company
Interstate Detroit Coffee Company
The MacGregor Company
The Morgan Sign Machine Co.
National Association of Amusement Parks, Pools and Beaches
National Bowling Council
National Golf Foundation
National Rifle Association
New York Convention and Visitors Bureau
Pepsi-Cola Company
Rawlings Sporting Goods Company
Sabena Belgian World Airlines
Saunders Manufacturing & Novelty Co.
The Seamless Rubber Co.
The Seven-Up Company
Sico Manufacturing Co., Inc.
Shakespeare Company
Smith Enterprises, Inc.
Transport & Travel Contractors, Inc.
Waldron & Company, Inc.
Wenger Music Equipment Company

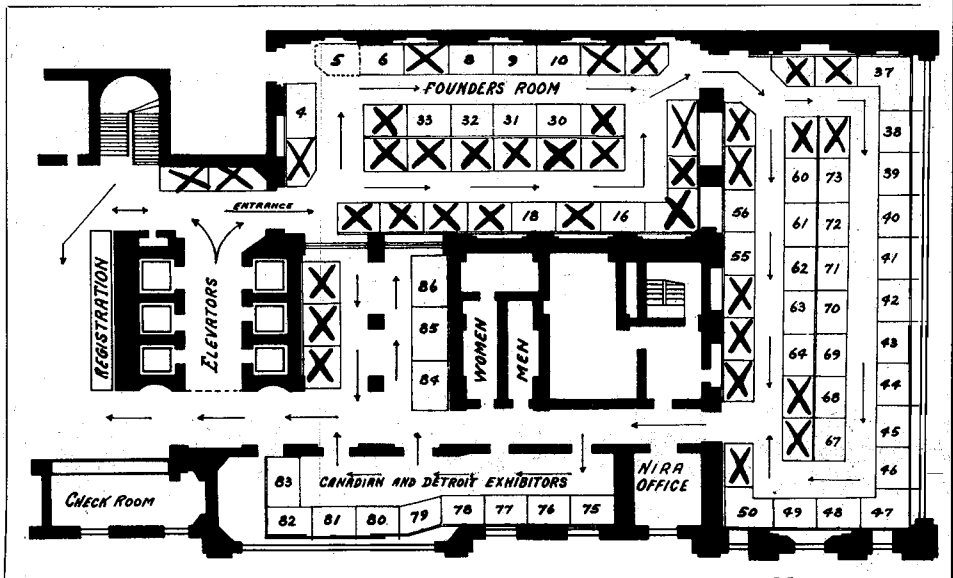
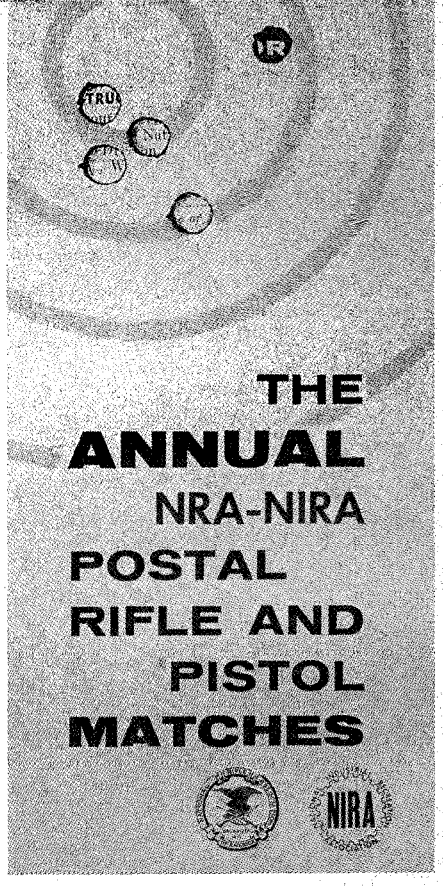


EXHIBIT FLOOR PLAN—checked booths have been sold

Postal shooting contest

INDUSTRY MARKSMEN COMMENCE FIRING

Second annual NIRA-NRA rifle and pistol matches get underway this month for industrial sharpshooters from coast to coast



Industry gun clubs open fire this month in the second installment of NIRA's nationwide, company-only postal shooting matches.

Co-sponsored with NIRA by the National Rifle Association of America, the event is open to any bona fide employee of a NIRA member company. Official entry forms will be mailed to all members within the next two weeks.

To compete, the individual, team captain or recreation director completes the entry form (see cut below) and mails it to the National Rifle Association. The NRA will then return registered contest targets. Contestants may fire the targets on any range at any time prior to the contest deadline, midnight April 30. After firing, contestants return the targets to NRA for judging.

ANNUAL NIRA-NRA POSTAL MATCHES

ENTRY FORM

INSTRUCTIONS:
Fill out this entry form and send with entry fees to the National Rifle Association, Program Division, 1600 Rhode Island Avenue, N. W., Washington 6, D. C.

The .....
Print or type name of NIRA member company

Match Number	*Match Name*	*Number of Entries*
1.	Individual rimfire rifle	
2.	Rimfire rifle team	
3.	Individual rimfire pistol	
4.	Rimfire pistol team	
5.	CO_2 Gas Operated Individual rifle	
6.	CO_2 Gas Operated rifle team	
7.	CO_2 Gas Operated Individual pistol	
8.	CO_2 Gas Operated pistol team	

INDIVIDUAL MATCHES
Number entered ..... at $1.00 each .....

TEAM MATCHES
Number entered ..... at $4.00 each .....
Total Entry Fee .....

SEND REGISTERED TARGETS TO:

.....
Signature

.....
Street Address

EIGHT MATCHES

The contest consists of eight different matches: .22 caliber rimfire rifle and pistol for teams and individuals and CO_2 gas operated rifle and pistol for teams and individuals. Companies may enter as many teams and individuals in as many matches as they choose.

Nominal entry fees ($1 per individual, $4 per four-man team) cover costs of postage, administration and awards.

National and regional champions will be named for all eight matches and trophies will be awarded at the 19th annual NIRA Conference and Exhibit in Detroit, May 22-25.

Individual regional awards for all matches will be provided on the basis of one award for every ten entries in each of the eight NIRA regions. National Awards will be presented on a similar basis. Members of championship teams will also receive individual awards.

COURSE OF FIRE

Course of fire for individual and team rifle matches is 10 shots prone and 10 shots standing at 50 feet. Pistol matches will consist of 20 shots slow fire at 50 feet. Course of fire for gas operated guns is the same except the firing distance is 25 feet.

The postal contest was continued this year by a unanimous vote of the NIRA Board of Directors. Its purpose is to help recreation directors stimulate gun club activity within their respective companies.

"A postal contest of this type has many advantages," stated Don Neer, NIRA executive secretary. "Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition."

No travel or time from the job is necessary, and participation involves a minimum expense.

In addition, each company can schedule its firing date at any time during the four month period, thereby working the event into their own program at the most beneficial time.

STIMULATES ACTIVITY

Previously organized gun activity is not necessary either. An announcement to employees is certain to turn up several shooting enthusiasts. Teams may be selected on the basis of scores in the individual matches.

The national rifle team championship was won last year by the Zeppelin Rifle Club of the Goodyear Tire & Rubber Co. of Akron, Ohio. The Zep's Joe Broderick took individual honors.

Douglas Aircraft's Long Beach (Calif.) Pistol Club won the national pistol title with teammate Henry Biggs taking the individual championship.

In all, 404 employees participated in the matches last year.



EQUIPMENT check-in time is also inventory and reorder time for Beechcraft Employees Club. The Club has found big advantages in ordering new equipment and making equipment repairs during the slow fall season.



FACILITIES inspection for grou team managers get together for last year by team managers at th



ACTION in Beechcraft Little League will be expanded to 12 teams next year: a result of forward planning.

by FRANK PEDROJA, Jr.

PLAN NOW FOR THIS

Equipment purchases, rules review and planning sessions start when the season ends for Beechcraft's 23 teams

Baseball, the national pastime, is now in its 1959-60 hibernation. Once-green diamonds are being blasted by winter winds and peppered with snow flurries. Equipment has been shelved to await the arrival of spring.

The harrassed industrial team manager who hurriedly shoved his tired equipment into storage and heaved a sigh of relief as he closed the pages of the final tournament game probably deserves a winter of rest.

He may get it by removing all thoughts of the game from his mind for the next eight months.

WINTER REVERIE CAN'T LAST

But he is treading on dangerous ground if his winter reverie is jolted each April by such opening-practice cries of distress as—"Hey, coach! Look at the strap on this chest protector." "Hey, coach! That bag at third base is all shot!" "Hey, coach! When do we get those new shirts?"

And it can get down right uncomfortable if, during the first practice game, that old, unsettled ground rule dispute rears its head, or too many players show up—or vice versa.

It is a rare manager who can take care of these details and still coach the winter kinks out of his players in the few pre-season weeks usually available.

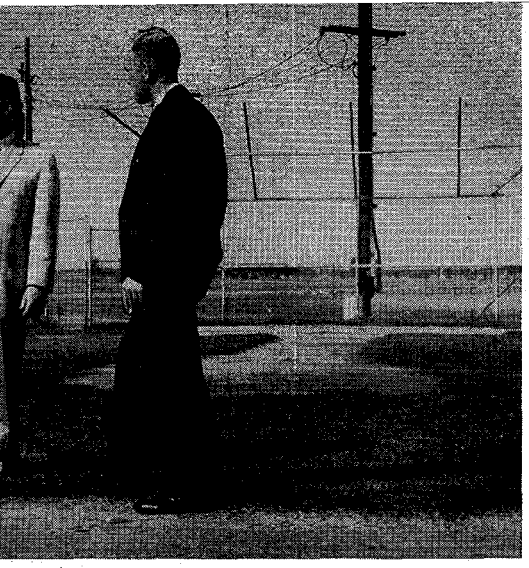
In many respects, the best time for the industrial team manager to plan his coming season's activities is not at a hurriedly-called early spring meeting, but rather at a leisurely, end-of-the-season session in August or September.

For then, while team managers and coaches are still playing final games in their minds, issues to be settled appear real and vivid. And equipment that requires time for repair or replacement can be taken care of without last-minute rushing to meet a deadline.

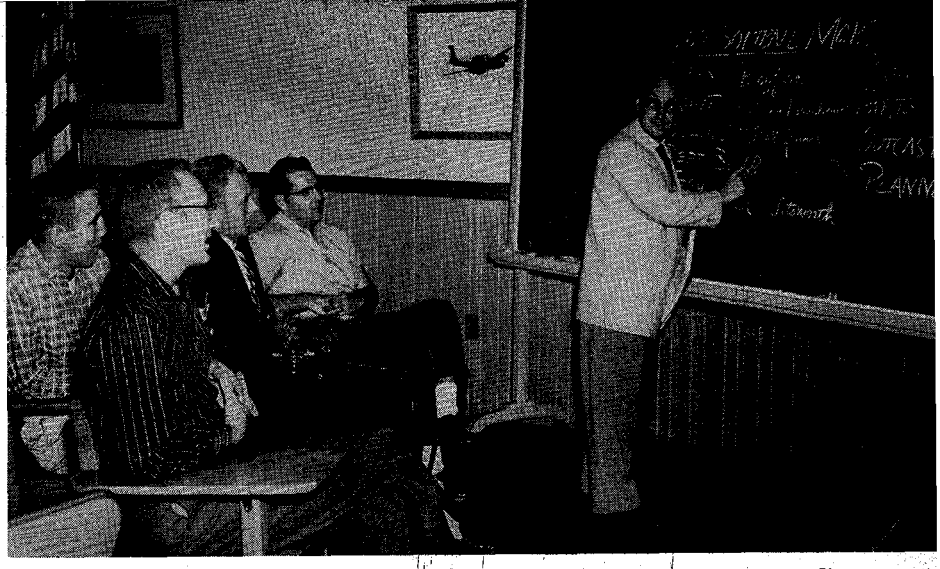
The Beechcraft Employees Club, Wichita, Kansas, successful sponsors of 23 baseball and softball teams this past year, relies upon end-of-summer preparation to get a head start on the season ahead.

For example, no sooner were the bats locked in storage when Meyer Nelson, employees club manager, called in all team managers for a general discussion. Last year's rules were reviewed; a list of managers was compiled; tentative schedule dates were set up; new equipment was ordered.

A careful inventory of all equipment



erification and general condition is made before ason planning session. Infield grass was planted ield near the main plant.



PLANNING SESSION at end-of-season covers rule changes, equipment condition and tentative schedules for next year. This Fall, club manager, Meyer Nelson, met with more than 40 managers and assistants.

PRING'S "PLAY BALL"

had already been made as it was turned in by team representatives. Condition was noted for the records, in order that necessary replacements could be made.

Nelson cites definite advantages in ordering baseball equipment during the fall months. "First, the suppliers have sufficient time to complete individual or team requirements and yet guarantee delivery in time for the first practice," he says.

SAVE ON OFF-SEASON ORDERS

"Second, the off-season ordering offers attractive discounts for the buyer," Nelson adds.

Beechcraft teams, as a result of careful, early planning, begin each season well equipped.

A tremendous growth in the baseball and softball program at Beechcraft has been possible only through the end-of-the-season planning sessions.

"In 1957, the employees club sponsored only four organized teams—first and second shift softball and an American Legion team," Nelson says.

"The next year, we added Little League baseball and slo-pitch softball programs, and had a total of 15 teams."

Twenty-three teams were sponsored by the employees club in 1959. There were 10 slo-pitch, eight Little League, four softball and a Texas League team.

At this year's meeting of team managers, it was agreed to again increase over-all participation. For 1960, the club, plans to sponsor eight Little League teams, for ages 9 through 11; six teams for boys from 12 through 14; a team of 15-year-olds to play in the city league; first and second shift softball teams; and 12 slo-pitch teams.

Such an ambitious program would be considered only if early planning had not paid off previously.

"From the beginning, our program has been based on the objective of participation for employee club members and their families," Nelson states. "Varsity-type teams have been discouraged and will be eliminated next year."

Nelson lists some rules which were the result of manager-session planning and which were responsible in part for this year's successful program.

In Little League play, a commissioner has proved to be helpful. He rules on any disputed plays during the playoffs and nips rhubarbs in the bud.

All players on the roster are allowed to bat. The unlimited substitution rule has cut down considerably the problem of aggressive parents, and has given managers time to teach the skills of the game.

A $2. entry fee enforced in 1959 cut total drop outs for the season to only four boys.

An early season clinic was again upheld by the managers. The players are divided according to position, in order to facilitate coaching.

The employees club presented shirts and caps to players in the 9 to 11 age bracket at the end of the season.

"The Beechcraft softball program is organized on a note of casualness," Nelson explains.

"We operate on the idea that the fewer rules, the better. One rule that we have added is that each team must bat around for every man who shows up and is on the team roster. Unlimited substitution in the field gives every player an opportunity to get into the game."

PLAN FOR "EXTRAS"

The Beechcraft Employees Club is fortunate to have a lighted field within a short distance of the main plant. This year, the diamond sported green grass, after a voluntary, cooperative planting session by the team managers and coaches.

The lakeside picnic area, site of the baseball diamond, has a well-patronized concession stand, lighted playground and volley ball court.

The employees club ends the season for Little Leaguers with a watermelon feed. They also present first and second place trophies to winners in league play and playoffs.

Manager Nelson, with his plans for 1960 well under control and filed away, suggests that team managers can still beat the spring rush. Says Meyer, "It still is not too late to plan now for this spring's 'play ball.' "

TRAVEL COUNCIL DEVELOPS TOUR STANDARDS

Set up system and specification checklist for submitting bids on employee group travel

To aid industrial recreation directors in negotiating with carriers and tour operators for employee tours, the NIRA Travel Council has undertaken the development of a Travel Service Checklist which will serve as a yardstick of ethical conduct to guide directors in judging competitive travel bids.

The checklist will include little known technical points in the charter contract such as cancellation clauses, deposits, taxes and layover expenses. It will clearly state what expenses are, and are NOT, included in the charter price by all reputable major carriers.

Expected to be completed and distributed to all NIRA members this month, the checklist will take the guess work out of tour planning. By comparing bids against the checklist, directors will have a positive basis for determining quality of travel services as well as quantity.

In effect, the checklist will also serve as a mark of reliability for NIRA Travel Council members. Travel firms must accept the checklist to be eligible for NIRA associate membership which is a prerequisite for a seat on the Travel Council.

To facilitate the use of the checklist, the Travel Council also set up a voluntary system by which NIRA members can obtain bids on prospective employee tours.

The process is simple: bid solicitation forms will be furnished all NIRA members. When planning tours, the recreation director will complete the form, listing desired destinations, approximate number of people, length of tour and other general details. He will then send the form to NIRA Headquarters who, in turn, will disseminate the information to all members of the Travel Council (see list below). Travel Council members will submit bids directly to the recreation director.

By using this system, NIRA members will be dealing with the leading firms in the travel industry in selecting the best trip for their purposes.



CARRIERS' luncheon meeting (clock-wise from left front): Jerry Sprayer, KLM; Murray Dick, NIRA Director; Dominion Foundry & Steel; John Leslie, NIRA President, 3M Co.; Ed Gleason, TWA; Martha Daniell, NIRA Vice President, Nationwide Ins.; Herb Lynn, TWA; Frank Kelly, PAA; Alvin Schweizer, Alaska Airlines; Jan Yones, Sabena.



TOUR OPERATORS' luncheon meeting (clock-wise from left front): Jorgen Kolle, Lanseair; Joe Minella, NIRA Director, Eastman Kodak; Jim Lynch, World Wide Travel; Gordon Starr, NIRA Research Director, U. of Minn.; A. W. Harke, American Express; Oskar Frowein, NIRA Vice President, Republic Aviation; John Ricksen, Transport & Travel; Dick Todd, Industrial Travel Enterprises; Ben Getzoff, Happiness; Walter Dowswell, NIRA Vice President, Motorola.

The decision to formulate the checklist and the bid solicitation system was passed in a joint meeting of the NIRA Board of Directors and Travel Council at the Hotel Sherman, Chicago, Nov. 13.

Representatives of the carriers and tour operators conducted separate luncheon meetings to discuss the preparation of the portions of the checklist which concern their particular specialities.

Each group has subsequently held additional meetings to draft a finalized version of the checklist for submission to their respective managements.

Upon approval, the list will be reviewed by NIRA Directors and then disseminated to all NIRA members.

NIRA TRAVEL COUNCIL MEMBERS

Travel firms holding Associate Memberships in NIRA and recommended by a Travel Council member and a NIRA company member are eligible for Travel Council membership.

Carriers:
- Alaska Airlines
- KLM Royal Dutch Airlines
- Pan American World Airways System
- Sabena Belgian World Airlines
- Trans World Airlines, Inc.
- United States Overseas Airlines, Inc.

Tour Operators:
- American Express Company
- Glass Dome Tours, Inc.
- Happiness Travel Service
- Edward Krones Enterprises, Inc.
- Lanseair of California, Inc.
- Lanseair Travel Service, Inc.
- Transport & Travel Contractors, Inc.
- Maupintour Associates
- World Wide Travel

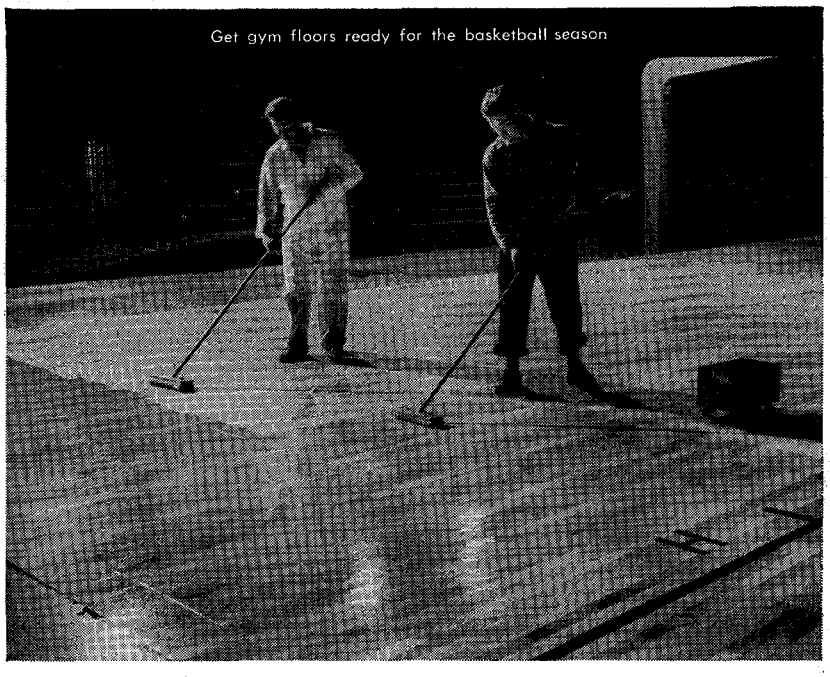
Hotels and Resorts:
- Hotel Fontainebleau (Miami Beach, Fla.)
- Hotel Manhattan (New York City)
- New York Convention & Visitors Bureau, Inc.

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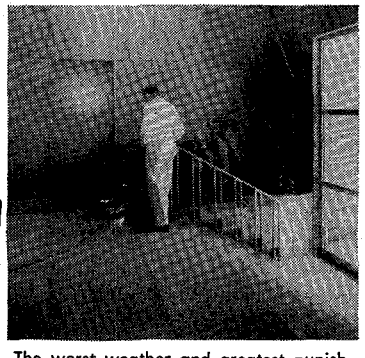
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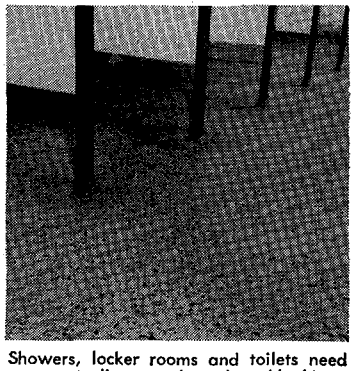
- A plan, for appropriate treatment of each area, i.e., strip-in of traffic lanes rather than entire floor re-treatment.
- A schedule, to put each operation in the right sequence, with tools and materials ready when needed.
- Materials for longtime wear, appearance, and maintenance economies.
- Latest application methods, to streamline each job.



Get gym floors ready for the basketball season



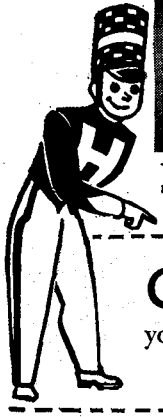
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by ADA PASKIND KAHN

J.A.--industry's junior partn r

Last year, 2,152 companies sponsored more than 4,300 small scale business firms through the Junior Achievement program

Small companies and large industries cooperated to teach the American free enterprise business system to 70,000 teen-agers

Business leaders find that J.A. sponsorship brings many advantages. Here's how your company can participate this year

Thousands of households across the country display skillfully finished and attractive decorative objects such as lamps, wall plaques and planters. These products are like other similar items on the market, but to the 70,000 teenagers who have made and sold them, they represent valuable business experience and insurance in their futures.

To the 2,152 companies acting as sponsors of these groups, the finished products represent increased good will and acceptance in their community and an effective arm of their public relations program.

Hundreds of different items are made each year by high school students through Junior Achievement, a nationwide educational organization which offers youngsters an opportunity to organize and operate their own small scale businesses with the guidance of volunteer advisers from business and industry.

The movement began in 1926 when the late Horace A. Moses, chairman of the Strathmore Paper Company argued that American high school students should have a chance to learn the principles of our free enterprise system along with their regular education.

The program began in New England, and in 1942, Junior Achievement established national headquarters in New York. Operations have been enlarged to the extent that as of December, 1959, there are over 4,300 individual Junior Achievement companies throughout the United States and in two Canadian provinces.

This month, the 4,300 J.A. firms will observe National Junior Achievement week. In many cities, the week will be climaxed by a giant trade fair where companies will take booth space to display their products in typical mass merchandising fashion.

In the past six years, the average yearly attendance has been more than 20,000 during the 2 day fair in Chicago, with displays produced by 2,500 Junior Achievers under the sponsorship of 200 companies.

A check with some of the electric companies sponsoring J.A. backs up the philosophy of the program as being one to teach interested young people how the free enterprise system works.

A typical example is Detroit Edison, sponsor of JA-MAK-IT Company, a J.A. company which manufactured and sold an ornamental wall plaque. George A. Tuttle, Detroit Edison's Director of Public Information and a member of the Junior Achievement board of southeastern Michigan, said: "There are many organizations to influence the social and physical welfare of our youth, but as far as I know, Junior Achievement is the only organization that teaches them how to make a living."



HI FI RADIO Company, sponsored by Motorola, Chicago, Ill. manufacture small radios for sale to friends, neighbors and others on a door-to-door or mail order basis.

PERSONNEL REQUIRED FROM YOUR COMPANY

When a firm decides it wants to participate in Junior Achievement, management invites a J.A. representative to call on the company. After hearing details, a volunteer team to act in an advisory capacity gets together.

Usually these three or more advisors are middle management people, with an interest in youth and a willingness to give one evening each week to their group.

The business adviser counsels the budding business leaders in the financial, record keeping, and management phases of the enterprise. The production adviser helps the



PLANT-LIFE Achievers, sponsored by Delco-Remy, Dayton, Ohio, follow mass production techniques in turning out their product. The advisor (standing, right) checks production.

Achievers plan and produce their product or service. The sales adviser provides guidance in the field of sales planning and marketing.

There is no pricetag on this kind of support by the counselling company, although most do participate in the general support of the organization. Support ranging from $300 to $3,500 are made annually by many companies in the program, depending on the extent to which they participate.

ORGANIZING THE COMPANY

Once the interest in Junior Achievement has been established, a call to the local J.A. headquarters is all that is needed to learn more about the venture. A J.A. representative will meet with your personnel, show a film and explain the various phases of the J.A. program.

If there is no Junior Achievement area headquarters near you, assistance will be given directly from the New York office.

The advisers are usually trained in counselling the youngsters in late summer, so that they are ready to get started at the beginning of the Junior Achievement year (September-May). There are 135 training areas across the U.S.A., in 38 states, and 2 in Canadian provinces.

Junior Achievement headquarters furnishes handy card guides for use by advisers in helping to set up a company. The cards include an outline of what should be covered at the first few meetings, and can be followed easily by most groups.

At the first few meetings of interested youngsters, the entrepreneurs elect officers, decide on a company name, a product to make and sell and determine the amount of capital their firm will need. Usually about 15-20 youngsters comprise a company.

They sell capital stock (50 cents a share) to parents, friends, neighbors, teachers and others, with a limit of 5 shares per person. Average capitalization is about $100.

After capital is raised, a bank account is opened and raw materials are purchased. The company applies for its J.A. charter, pays rent for space in the local J.A. center (usually about $3 per month), buys the small tools it needs, and leases shop machinery from the J.A. organization.

Typical of one of the average sized J.A. centers in 265 communities is the new one in Canton, Ohio, which provides individual business meeting rooms for each company, together with production and storage areas.

The center is equipped with two power saws, a sander, a drill press and portable electric sewing machines. New equipment will be added each year as funds become available.

PRODUCTS AND FINANCES

Products are sold door-to-door, by mail order and through local retailers. All selling is done by the youngsters themselves.

About 90 per cent of the J.A. enterprises are manufacturing companies producing and marketing a wide range of products including jewelry, children's toys, wallets, candlesticks, lamps, Christmas tree ornaments, outdoor barbecue grills, knick-knack shelves, chopping blocks, snack tables, ash trays, beans bags, transistor radios, first aid kits and neckties.

The basic raw materials most frequently used are wood, metal, plastics, paper, leather and textiles.

The non-manufacturing companies include services such as secretarial, gardening and general "fix-it" services, as well as production of newspapers, magazines, and radio and television shows.

The young businessmen and women decide on the wages they will pay themselves and determine the amount of commissions on sales. Average gross sales of a J.A. company are $300, but many go much higher.

One successful company, Saliko Leather, sponsored by United Air Lines in San Francisco, last year began with a $100 capitalization and ended with $536 in sales. They paid a 10% dividend to stockholders. Their popular product was embossed leather coasters.

In May of each year, the companies deliberately go out of business. Raw materials are liquidated and all debts are paid.

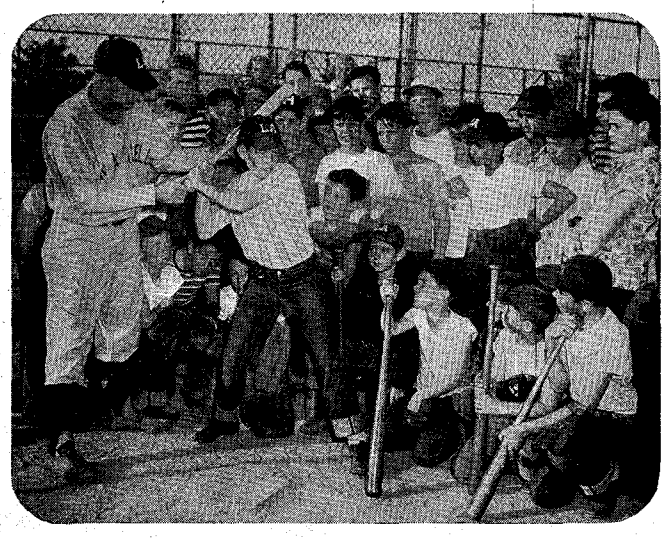
If the company has been profitable, and 62% of them are, the stockholders receive their investment back along with a liquidation dividend. If a company has ended up in

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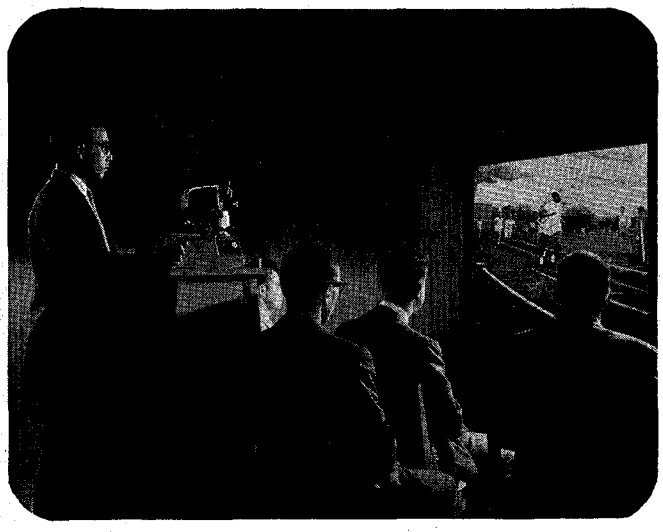


ACME STEEL Junior Achievers, Chicago, put the finishing touches on planters. Production consists of four operations before the product is ready to be marketed.

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continued from page 17

the red, its assets are prorated among stockholders. Reports are made by all companies to stockholders.

BENEFITS TO SPONSOR COMPANY

Leaders from business and industry who have given their time in past years find that sponsorship of a J.A. company affords many plus factors to their own company, and that the personal satisfaction is gratifying.

Junior Achievement presents a new channel of communications with neighbors in the community. It makes others aware of and appreciate the fact that you are helping the youngsters of the community.

Advisors find that counselling a J.A. company gives them a better perspective of their own employer's problems. Often an employee will get a better corporate picture of the structure in which he works. A salesman, for instance, might see manufacturing in a new light. Also, advisors find that their leadership potential receives a healthy workout from the Achievers.

A. H. Burgess, vice president of Laclede Gas Company, St. Louis, counsellor to a J.A. company producing styrofoam Christmas decorations gives his ideas of Junior Achievement benefits from year of experience.

Mr. Burgess says this: "We have been active in J.A. for 12 years, and have found our association with J.A. is not only beneficial to the teen-agers, but has provided valuable leadership and business training to our junior executives who have served as advisors and provided us with a public and community relations program demanding our attention and support."

Continental Can Company last year sponsored JA companies at nine locations across the country, providing both financial help and advisors to the youngsters from plant and office staffs. George E. Dyke, a director of Continental, commenting on the company's participation in J.A. recently said: "If Achievers come to work for us as production workers, they'll understand their relationship to the sales force, accountants and other members of the business team. They'll realize the reason for a certain disparity between what they earn as apprentices and what other people are paid for carrying heavy business responsibilities. Most important of all, they'll understand that the very existence of their own jobs depends on the company earning enough money to attract venture capital and continue to grow."

BENEFITS TO YOUTH

The youthful businessmen and women cope with the same problems that an adult business faces: problems of sales and production, absenteeism, manufacturing costs, and sometimes red ink in the ledger. The young people can use theoretical knowledge learned in school and transfer it into actual practice.

One of Illinois Power Company's J.A. companies, So-Bo-Co of Danville, Ill., picked up experience in several lines of work. The company organized in the fall with the intention of producing a serving bowl. When they discovered that the material to make the bowl could not be purchased, the Junior Achievers pulled a rapid switch to stay in business. They bought a snow and ice traction material called "Ez-Out" and resold enough of it to tide them over until they could start manufacturing a combination bread and butter board. When they found that the wood scraps leftover from this operation were just right for bookends, they began turning them out as a sideline, winding up the year with three marketable products.

The real proof of the practical value of Junior Achievement comes once school days are over. When, an Achiever goes job hunting, he is equipped with a working experience and a firsthand knowledge of business operation. Thus, the organization and its sponsoring industries provide a solution to that age-old riddle: "How do you get experience to get a job when you need a job to get experience?"

Further information about Junior Achievement is available by writing or calling the local J.A. office in your community or writing JA's national headquarters, Junior Achievement, Inc., 500 Fifth Avenue, New York 36, N. Y.

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A Banner Year for Industrial Baseball

- Assure the success of your league by becoming a member of the N.B.C. National Assn. of Leagues.
- Enter the N.B.C. tournament program to determine the 1960 National Non-Pro Championship.

Complete Details 1960 Official (Non-Pro) Baseball Annual

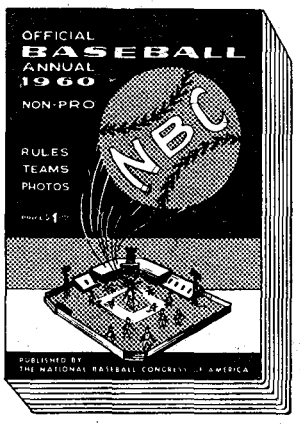
At Newstands and Athletic Goods Stores After March 15

PRICE—$1 PER COPY

Recognizes leading participants on a world-wide basis for past season, reflecting continued increase in activity in non-professional baseball. Presents complete resumes of 1959 N.B.C. District, State and National Tournaments, also affiliated leagues with photos of champions. Includes complete details of 1959 program, including sites and starting dates of U.S. tournaments climaxed by the 26th annual National Tournament in Wichita, Kan., starting Aug. 19. Listed are the 1959 All-League, All District, All-State, and All-American selections.

FEATURES

- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
- N.B.C. Ass'n of Leagues
- N.B.C. Ass'n of Scorers
- National Ass'n Old-Timers
- Directory of Past Champions
- Model League Constitution



MAIL YOUR INQUIRIES TO

NATIONAL BASEBALL CONGRESS—WICHITA (1), KAN.

IMPORTANT
Cut Out And Mail At Once

NATIONAL BASEBALL CONGRESS
WICHITA (1), KANSAS

ORDER FORM

Gentlemen: Kindly find enclosed ..... for the following:

..... Copies of the 1960 issue of Official Baseball Annual at $1.00 each (Add 25c per copy to order to cover postage and handling.)

..... Copies of 1961 issue of the Official Baseball Annual at $1.00 each, to be mailed when off the press, March 1, 1961. (Add 25c per copy in order to cover postage and handling.)

..... Previous editions of year-book (1945-46-47-48-49-50-51-52-53-54-55-56-57-58-59) at $1.00 each. (Circle editions desired.) (Add 25c per copy to cover postage and handling.)

..... Copies of Baseball Rule Books (15c retail). Lots of 100 or more, $8.00 per 100, postpaid; more than one dozen, $1.00 per dozen, postpaid; single order 15c—add 10c mailing charge.

..... Pads of Box Score Sheets (for newspaper reports of games) at $1.25 per pad. (Add 25c per pad to cover postage and handling.)

..... Copies of SCOREMASTERS Official Score Book of National Baseball Congress at $1.50. (Add 25c per copy to cover postage and handling.)

I am interested in the following materials checked below and will appreciate this information being mailed without charge.

( ) Entering a team in tournament program
( ) Supervision of a District Tournament
( ) Organizing a league in N.B.C. National Assn.
( ) Affiliation of an Umpires' Group in N.B.C. National Association.
( ) Membership in N.B.C. Association of Umpires.
( ) Membership in N.B.C. Association of Scorers.
( ) Organization of an Old-Timers Group
( ) Placing players of teams under the Nation-wide contract system.

SIGNED BY ..... ADDRESS .....

CITY ..... STATE .....

Boating Law Digest

Thirty-one states have passed boat numbering laws in the wake of the Federal Boating Act of 1958, and most of these have also adopted safety and equipment codes, according to a study by the Outboard Boating Club of America.

Results of the study are contained in a new annual edition of the Association's DIGEST OF STATE BOATING LAWS.

The digest is a comprehensive collection of information on laws and regulations controlling pleasure boating in all states. By means of descriptions, tabulations and maps, it shows in detail what the various states are doing about boating regulation.

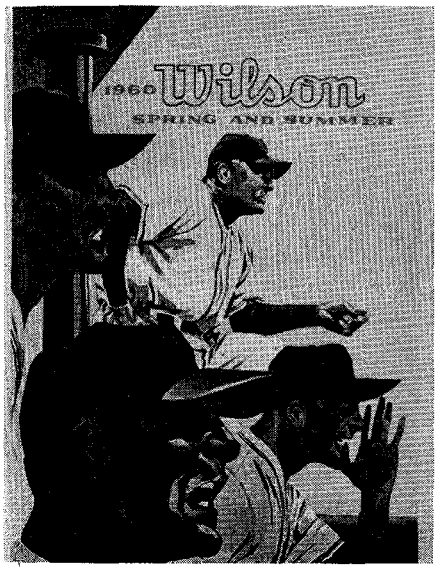
The Federal Boating Act calls for the registration and numbering of all powerboats over a specified horsepower for identification. The act also offers the states the option of assuming complete jurisdiction over the numbering of pleasure craft on all waters within their territorial limits in lieu of expanded Coast Guard action.

If any state does not adopt an acceptable numbering system by April 1960, the Coast Guard is empowered to number for a fee every boat with a motor of more than 10 horsepower.

Single copies of the digest may be obtained free from: OBC, 307 N. Michigan Ave., Chicago 1, Ill.

Spring and Summer Catalog

The latest and most modern equipment is pictured in vivid colors with full descriptive information and prices in the new, 1960 Wilson Spring and Summer catalog.

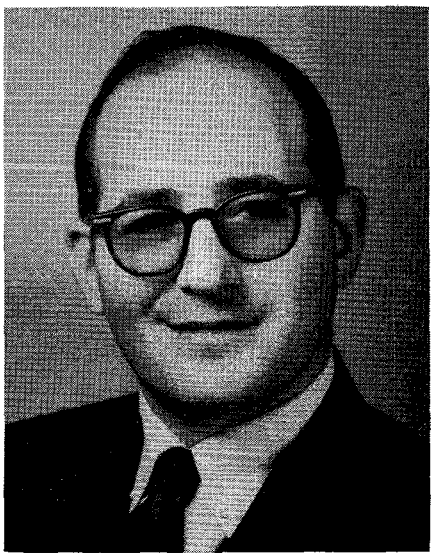


Uniforms are given a special section and all equipment listed is available in a complete range of prices to satisfy any budget problem.

Copies are available from your local Wilson distributor or by contacting the Advertising Dept., Wilson Sporting Goods Co., Prudential Plaza, Chicago 1, Illinois.

Maupintour Appoints Citron

Maupintour Associates of Lawrence, Kan., has announced the appointment of Alan Citron as Director of Special Employee Group Tours in the United States and Canada.



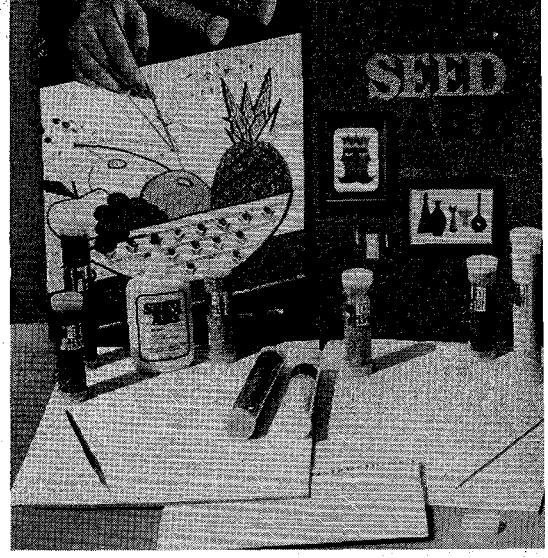
Citron's extensive travel career started with the completion of his formal education in England. Serving with Cunard and then Sabena Belgian World Airlines, Citron, until recently, was the tour promotion manager of Air France in North America.

Based in Kansas City, Citron will cover North America for Maupintour, a NIRA associate member. He will assist and cooperate with groups in the development of special interest, recreational and other employee group tours.

Handicraft with Seeds

A new adventure in handicrafts, Seed Art combines the natural colors of real seeds applied to distinctive designs to create pictures of depth and texture not found in any other medium.

No special skills are required. Seed Art kits include everything required: seeds, panels, glue, brush, stylus, complete and simple instructions. Numbered tubes of real seeds correspond to areas on the panels.



Six different kits, each containing two 14x10 panels, are available at $5.00 per kit. Matching frames are also available at $2.10.

For information, write: International Crafts, Inc., 325 W. Huron St., Chicago 10, Ill.

Pastels For the Ladies

A new bowling ball with a fashion flair of color has just been introduced to the nation's women tenpin enthusiasts by The Brunswick-Balke-Collender Company.

Named the Lady Brunswick, the new ball features a distinctive pastel blue and white color. It is the first all-pastel ball ever developed. To complete its gift package for the lady bowler, Brunswick has added color-matched shoes and carrying bags to its new line of accessories.

The Lady Brunswick is available now in 12, 13 and 14 pound weights at $29.95.



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bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
THE FELT CRAFTERS, Plaistow 12, N. H.

RECREATION SUPPLIES

HAMMATT AND SONS
Box 2004 Anaheim, Calif.
"Where the people of the nation find
THE BEST FOR RECREATION"
Contact us on your needs for recreation supplies. Manufacturers of games, and supplies for direct sale to Industrial, Municipal and School recreation depts.

POSITIONS WANTED

Seeks position in personnel or ind. rec. 2 yrs. experience as pers. mgr. includes setting up complete ind. rec. program. Coached high school, service and pro football for 8 yrs.
CP18—RECREATION MANAGEMENT

Completing mil. service in Dec. B.A. degree in rec. and phy. ed. Coached high school basketball, active in dramatics, Little League and as camp counselor. Age 24, married.
CP19—RECREATION MANAGEMENT

Physical ed. grad recently separated from Army. Exp. includes football, basketball high school coaching, Army duties as PX officer, special services, bonds and savings, safety. Age 24, married.
CP-20—RECREATION MANAGEMENT

BS in recreation with two summers' exp. as camp counselor. Leadership qualifications in all athletics, dancing, camping and crafts. Acceptable salary $4300. Age 23.
CP-21—RECREATION MANAGEMENT

Recreation grad discharged from service. 8 years experience in municpal rec. full and part-time. Qualified referee, swimming and dance instructor, camp counsellor.
CP22—RECREATION MANAGEMENT

High school coach for seven years seeks ind. rec. position. Holds B.S. degree in health, phys. ed. and rec. Company exp. Two years in minor league baseball.
CP23—RECREATION MANAGEMENT

Company cut-backs force highly qualified industrial rec. dir. to seek better opportunity. Three yrs. exp. in comprehensive company program including facilities construction and management. 8 yrs in municipal rec. dept.
CP24—RECREATION MANAGEMENT

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

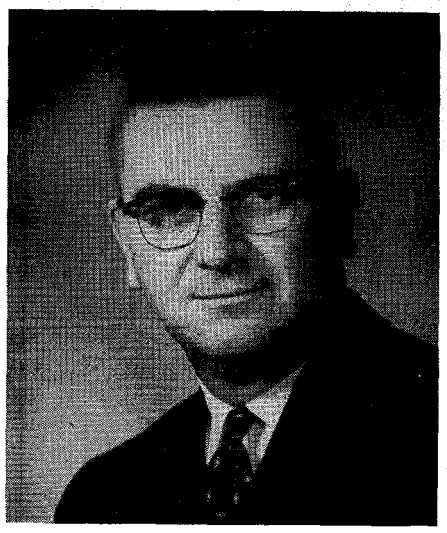
Recently discharged from service, B.S. degree in rec. Exp. in sports, music, dramatics, Little League, camp counseling, youth fellowship.
CP26—RECREATION MANAGEMENT

RM RECREATION ROUNDUP

Connecticut Names Pongratz

Arthur Pongrantz, supervisor of recreation and employee services for Hamilton Standard, division of United Aircraft Corporation, has been elected chairman of the Connecticut Industrial Recreation Council.

As chairman of the NIRA affiliated council, Pongratz will head a group of about 30 delegates from industrial recreation councils of Connecticut's major cities in promoting industrial recreation throughout the state. He will also coordinate the planning for the council's annual one-day conference.



Arthur Pongratz

Goodyear Chorus Ready

The Goodyear Chorus, using its first full year of activity as something to grow on, is preparing for vastly expanded activity this Winter.

New songs and medleys, new costumes and new dance routines have all been readied for presentation anywhere in the Akron, Ohio area.

Heretofore limiting appearances to the immediate Akron vicinity to groups with company connection, the Chorus is now booking shows for Canton, Massillon and other cities, for any type of program.

Organized a year and a half ago through the Goodyear Employe Activities Dept, members estimate that they sung before more than 2,500 listeners during the past season at the request of more than 20 organizations.

Depending on the audience and the occasion, Goodyear presents its Men's Group, Girls' Chorus, soloists, duets and even a male quartet. Bookings may be made through the employee activity departments of either The Goodyear Tire & Rubber Co. or Goodyear Aircraft Corporation.

Three Teams Join NIBL

Newly franchised San Francisco AJL Investors, Cleveland Sweeney Pipers and New York Tuck Tapers have increased National Industrial Basketball League membership to nine teams for the 1960 season.

The San Francisco entry is sponsored by Allen J. Lefferdink Enterprises; Cleveland by the Ed Sweeney Co., piping contractors; and New York by the Technical Tape Corporation. The new teams increase the NIBL schedule to a 144-game double round-robin.



GOODYEAR'S 18-member Chorus try out a "hayseed" hat used as part of a Western number. Light classical, pop and special arrangements from the most popular stage shows are included in the group's wide-ranging repetoire.

FEBRUARY • 1960

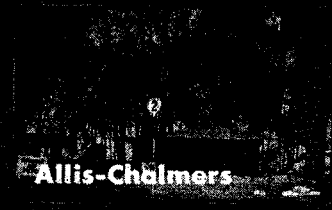
RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

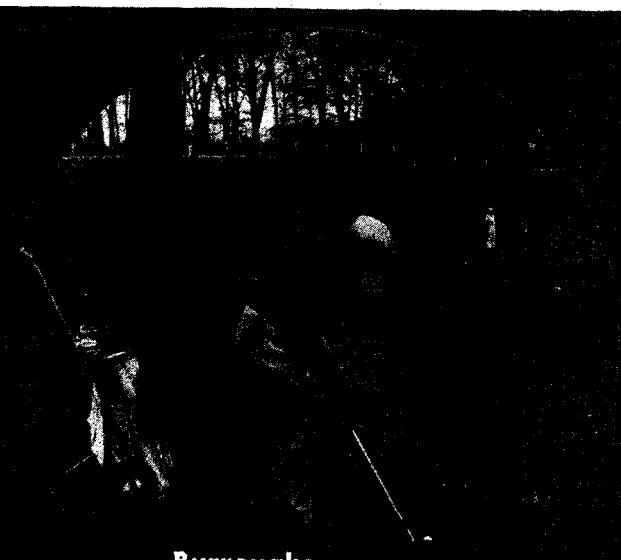
100 Industrial Golf Courses


NCR

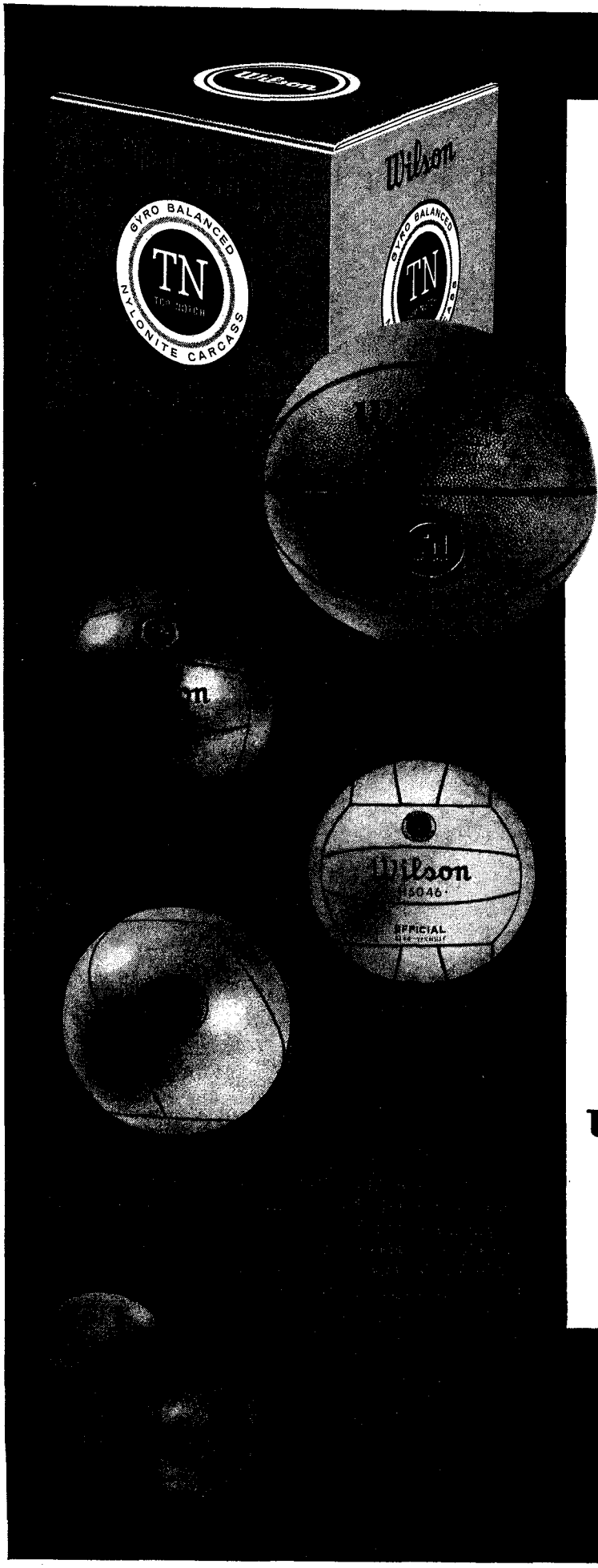

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THE TOUGHEST

(Outlasts rubber 2 to 1)

EASIEST TO HANDLE

(Superior "feel" and perfect balance)

THE BEST BUY

(For playing performance and economy)

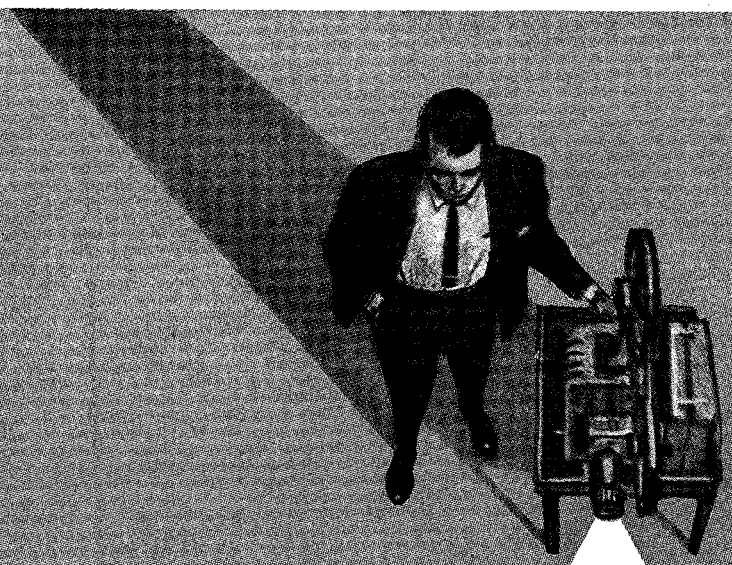
Wilson TN Line Top Notch

"Five years in development by Wilson research technicians—but worth every moment," say enthusiastic coaches, teachers, and recreation managers who have field tested the TN line. Wilson's TN (Top Notch) ball line is the product of the latest advances in inflated ball construction. It provides the maximum in playing performance, durability, value and economy.

Have your local dealer or Wilson representative show you the TN line. You'll discover at once why the new Top Notch line of inflated ball products by Wilson is the finest available.

Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)



Show Your Boys

the

1959 WORLD SERIES FILM

in full color

The action and drama that thrilled the greatest crowds in World Series history has been recorded on film with sound and in color for your use.

This year as in the past the Hillerich and Bradsby Company is co-sponsor of the World Series movies which will be released soon after the first of the year. The film is 16 mm and can be used only with a sound projector.

Length of showing is approximately 30 minutes.

Order the film through your sporting goods dealer and relive all of the stirring action of this most dramatic '59 Series.

HOW TO BOOK THE FILM . . .

Booking should be made through your sporting goods dealer. Advise him of the most suitable date but mention two alternate dates, either of which would be satisfactory in the event the date preferred is not open. The demand is great, so act at once See your dealer!

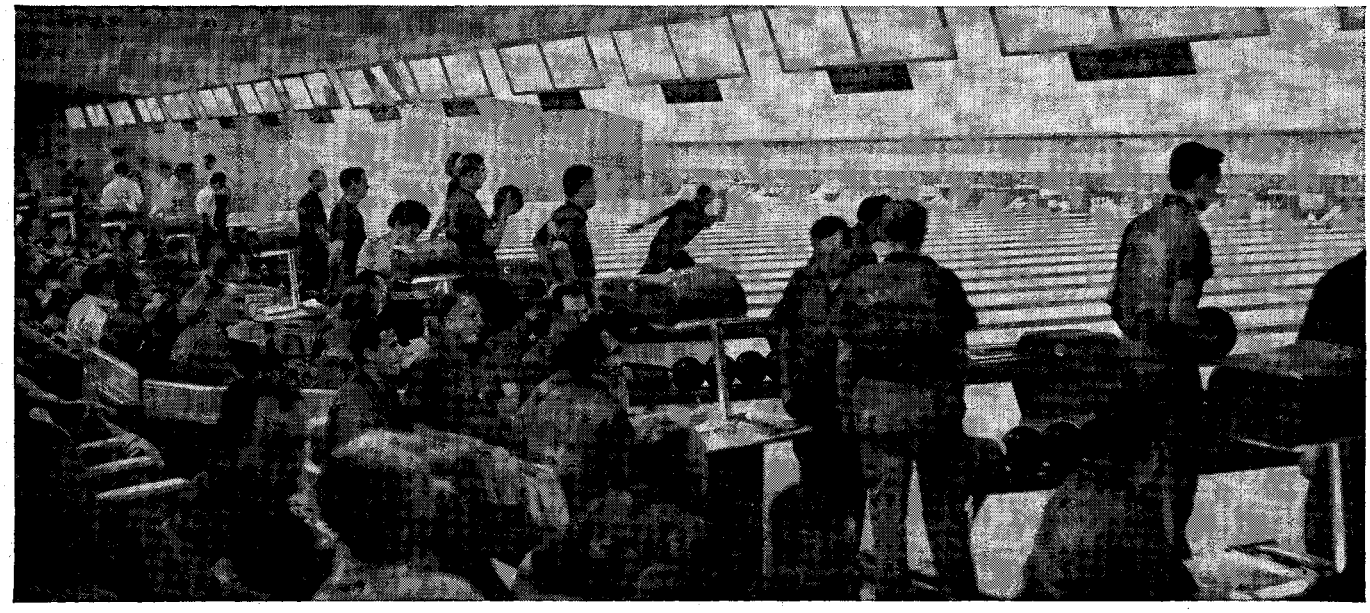
HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY

LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

Keeptit

LEAGUE BOWLING...

Bowl 'em Over With Low Cost Fun!



Suggest a bowling league to your recreation group. Here's what you'll find:

1. League bowling is least expensive. There is no heavy draw on your recreation fund. No need to supply playing facilities, grounds or equipment. Bowling centers supply balls free, rent shoes for pennies.

2. Bowling is a friend-maker. With the thrills and excitement of strikes and spares, and the "almost-made-split"—any group draws closer together. Inhibitions fly before laughing-good times. Everybody is a common ally against the pin that just won't fall.

3. Leagues are easily organized. If you are new at bowling league organization, you can obtain free, detailed information on every phase of setting up teams and leagues. Your local bowling center will gladly help. Or you can write directly to Brunswick, 623 South Wabash Avenue, Chicago 5, Illinois.

4. It's an all-age sport. For men, for women, bowling is an invigorating, yet less strenuous sport that invites folks from 6 to 60 to participate.

5. Participation is unusually high. More of your employees or group members will be caught up in the spirited vieing for "high weekly average" than you ever thought possible. Even members of your recreation group who don't bowl will be showing up to cheer, jeer and join in the "after-the-match" good times.

6. Better facilities than ever before. More modern bowling proprietors are installing new efficient Brunswick equipment. Visit several of your local centers . . . chances are you will be greatly impressed with new streamlined Brunswick Tel-E-Scores, faster Automatic Pinsetters and bright, comfortable furnishings.

These and many other Brunswick innovations are designed to give leagues happy, fun-filled recreation.

7. Bowling is "All-Time" fun. For night crews—as well as day workers! Modern centers are open around the clock!

To be absolutely sure *your* recreation group can take advantage of full participation in league bowling—call your local bowling center *now* for full information—and reservations for the Spring and Summer League Bowling Season!

BRUNSWICK

the name that makes the game

IF you CAN answer these 10 questions

- What does automation mean to industrial recreation?
- How can industrial recreation improve our company's retirement program?
- How and when are we liable for recreation injuries?
- How much should be spent per employee for recreation?
- Should we build our own recreation facilities?
- Where do vending machines enter the picture?
- How do we plan for family recreation activities?
- How can we get more employee participation for our recreation dollar?
- What can our program offer to promote executive health and fitness?
- Why is recreation essential to good business?

DON'T send a delegate to

19th annual

CONFERENCE and EXHIBIT

National Industrial Recreation Association

MAY 22-25

Detroit, Michigan

Sheraton Cadillac Hotel

BUT IF YOU don't know all the answers, the best way to make sure that your recreation program is the most comprehensive for your company's needs is to attend NIRA's 19th annual Conference and Exhibit in Detroit this May—

MEET AND TALK with industrial directors. Together you have a vast pool of know-how unobtainable elsewhere.

HEAR AND SEE top speakers, demonstrations and exhibits which kindle new ideas and keep you abreast of trends.

HELP AND BE HELPED in panel sessions where the give-and-take solves your problems of today and tomorrow.

REGISTRATION fee: $40. for NIRA members, $50. for non-members, includes three luncheons, two banquets, appropriate tours. Special wives program $20. Send reservations to NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

TOP MANAGEMENT SPEAKS:

Large Southern textile manufacturer provides leisure-time opportunities for all ages and both sexes in five rural communities believing:

EMPLOYEE RECREATION completes the mosaic of a modern program in INDUSTRIAL RELATIONS

Employees, whether by the hundreds or by the thousands, represent individual men and women. As such they share a common interest in the companies they work for, in their families, their friends, homes and neighborhoods. It was this conception that led West Point Manufacturing Company, in 1941, to organize its employee recreation program. Our experience in this field for more than 18 years has convinced us that the program is basic in our operations.

West Point's plants are located in three southern states, Alabama, Georgia, and South Carolina. But the majority of the company's employees live in five inter-locked rural communities in east Alabama where 10 of our company divisions are located. Our employee recreation program was conceived originally as an integral part of these five communities and as an important phase of the working environment.

Organized with a coordinator and with trained directors for the individual communities, the program utilizes to the utmost the comprehensive recreation facilities provided by the company—facilities as varied as are human interests. The employed leadership solicits and obtains the active cooperation of individual volunteers and of interest-groups. As a result lay representation has served as a source of suggestion and motivation that has resulted in varied phases of the program.

These recreation leaders are parts of amalgamated community groups, providing leisure-time opportunities for all ages and both sexes. The schools, clubs and other organizations in the communities make use of the over-all program provided by our company. It is not unusual to find community projects resulting with the identity of the sponsoring group overlooked—it's merely the job that's being done that counts.

From the point of view of industrial relations, consider what it means, for example, for:

—*Johnny to learn to swim at the age of six or less;*

—*Mary to find some solution to her adolescent problems in a teen-age club;*

—*Senior citizens, or mothers-in-law, to find a live interest in crafts;*

—*Middle aged couples discovering new experiences and friends through square dancing;*

—*Pete, the potential problem, learning at an early age the challenge and dedication of an athletic interest;*

—*A community finding pride and satisfaction in united effort.*

Employee recreation means all this and much more to us at West Point. In addition we find that our program:

—*Provides a medium for the mixing and mingling of people;*

—*As a communication media, it creates harmonious understanding;*

—*It contributes to the character and personality of the people and of their communities;*

—*It presents opportunities for physical and mental growth of all ages;*

—*It affords experiences to play as well as to work together;*

—*It creates a stimulating and enjoyable change of pace from the daily routine.*

We feel that employee recreation completes the mosaic of a modern industrial relations program.

E. R. Lehmann
Vice President, Industrial Relations
West Point Manufacturing Company



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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

FEBRUARY 1960 Volume 3, Number 2

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FEBRUARY COVER — Representative shots of industrial golf courses highlight the cover design by Leo Rotelli. Photo credits: pages 6 & 7, National Golf Foundation; page 10, Happiness Travel Service; page 21. Milwaukee Sentinel.

IN MARCH R/M

BOWLING TOURNAMENT

R/M previews the 13th annual National Industrial Bowling Tournament which gets underway March 26-27 in Canton, Ohio, under the sponsorship of NIRA and Timken Roller Bearing Co.

VENDING CONTRACTS

What are the pros and cons of written contracts in industrial vending operations, and if you use one, what points should be covered?

GOLF HANDICAPPING

There are many ways to handicap a golf tournament. R/M presents them for your consideration.

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100 INDUSTRIAL GOLF COURSES

Special NIRA study discloses operation and maintenance costs and procedures at 41 of the nation's 107 industrial golf courses

Last year, 1,900,000 rounds of golf were played on industry-owned golf courses in the United States.

These and other figures on the operation of industrial golf courses have been disclosed by a 1959 survey conducted by the National Industrial Recreation Association in cooperation with the National Golf Foundation.

Screening the nation's industry, NIRA found 107 company courses were in operation last year with an estimated total value of more than $70 million.

To these 107 firms, NIRA then sent detailed questionnaires. Much of the information compiled from the 41 replies to this survey are reproduced in table form on these pages.

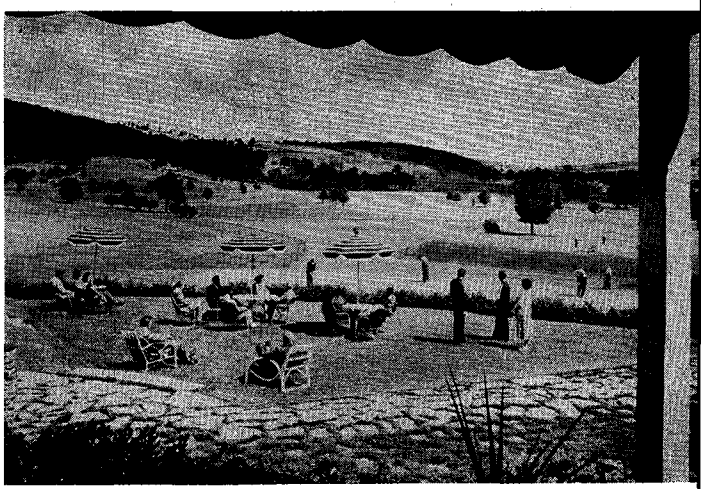
NOT AN EXCLUSIVE FEATURE OF LARGE COMPANIES

In addition, however, NIRA learned that employee courses are far from being exclusively owned by the industrial giants. Of the 41 courses on which there is detailed information, five are operated by companies with less than 500 employees. Another four are owned by firms with only 500 to 1,000 employees.

Play on industrial courses averages fairly close to that at other private and semi-private clubs. Top figure reported was 73,175 rounds at National Cash Register's 36-hole layout in Dayton, Ohio. Average play on an 18-hole company course runs slightly more than 26,000 rounds yearly with 12,787 rounds played at nine-hole courses.

As with costs and course evaluation (see Table I) the extremes in amount of play are also widespread. One nine-hole course reported only 700 rounds of play last year while Dayton Power & Light recorded 40,000 full 18-hole rounds on their nine-hole layout.

Few companies broke down total rounds into the number played by men, women and persons under 18 years of age.



View from the clubhouse at IBM Country Club, Endicott, N. Y.

I. BUILDING AND MAINTENANCE COSTS, CURRENT VALUE

	18 Hole Courses			9 Hole Courses		
	High	Low	Average	High	Low	Average
Estimated cost of building (land, buildings, water systems, etc.)	$2,571,300	$12,000	$698,460	$180,000	$5,000	$83,693
Estimated initial total cost of golf course when opened	2,327,311	12,000	717,885	166,000	24,850	84,170
Estimated annual golf course maintenance costs	193,000	20,000	64,081	27,000	500	12,958
Estimated current total values of golf course	4,000,000	285,000	1,556,383	400,000	20,000	168,000

The sketchy response to this particular question may explain why the survey shows that only 15 per cent of play on industrial courses is by women as compared to the national average of about 20 per cent.

This discrepancy is especially noteworthy inasmuch as family members are eligible to play on all but one of the 41 courses studied. In addition, only nine courses charged a direct fee for family member play. At 14 courses there is no fee whatever, and at another 14 the family member fee is included in the employee's charges.

BARGAIN FEES, CONVENIENT LOCATION

There's no doubt that company courses are a boon to the golfer's pocketbook. Almost one-fourth (10 of 41) are completely free. At those courses which charge a greens fee (about half of them do), the golfer will pay on the average $1.00 for a week day, $2.00 on a weekend. The membership fees charged by the 20 clubs which reported them average $33.50 a year for the employee and his family.

Accessibility is also a distinct advantage for the employee golf course. More than half are either within a mile or adjacent to the plant site. All but 10 per cent are within six miles.

Depending on company customs and policies, operating a golf course can be a comparative bargain. Most public and private club managers will be shocked at some of the cost figures in Table I. Not taken into account is donated land, equipment and, most important, free labor volunteered by employee-golfers to build and maintain their golf course. This accounts for considerable savings.

Nevertheless, industrial golf courses are becoming complete recreation centers. Other recreation facilities listed in Table III include only those on or adjacent to the golf course. Employee facilities at other locations are not included.

Other less frequently mentioned facilities in addition to those listed in Table III include rifle and pistol ranges, trap and skeet fields, archery ranges and ice skating rinks.

Although Oneida, Ltd., Oneida, N. Y., built the first company course in 1896, almost half of the employee layouts in existence today have been opened in the last 15 years. Continuation of this trend is substantiated by information gathered by NIRA and the National Golf Foundation which shows 15 industrial courses in construction or in the planning stages for development in the 1960's.

II. GOLF COURSE ADMINISTRATION

	Number	Per cent
Golf club board of directors	16	39.0
Recreation director, Personnel	15	36.5
Golf club manager	5	12.2
Golf club professional	2	4.9
Employee recreation association	2	4.9
Public relations department	1	2.5

III. FACILITIES ON GOLF COURSE

	Number	Per cent
Picnic grounds, playground	27	65.9
Softball diamonds	22	53.8
Swimming pools	21	51.3
Tennis courts	19	46.4
Shuffleboard courts	13	38.7
Badminton courts	12	29.3
Bowling lanes	9	21.9

IV. ALCOHOLIC BEVERAGES

	Number	Per cent
Serve all types of liquor	12	29.3
Serve beer only	6	14.6
No liquor allowed	23	56.1



National Cash Register's golf shop ranks among the finest



The clubhouse at Union Bag's course in Savannah, Ga.

V. ADDITIONAL INFORMATION

	Number	Per cent
Company bought existing course	5	12.2
Company built from acquired land	31	75.8
Open course to general public	10	24.4
Operate a golf club house	29	70.8
Operate a golf shop	33	80.6
Employ a golf professional	21	51.2
Conduct golf lessons	26	63.3
Operate a practice driving range	16	39.0
Have a miniature golf putting course	4	9.7
Have a putting green	32	78.0

PHOTOGRAPHY CONTESTS

Here Are the Rules and the Ideas to Make a Contest Click

Employee camera contests, if tailored to specific needs and requirements, are greatly beneficial to the sponsors



The nation's 43 million cameras take some two billion photos yearly.

Roughly averaged, that means every family owns a camera—and uses it 50 times a year.

These figures enable the photo industry to claim without dispute that its product constitutes America's No. 1 hobby.

IMAGINATIVE AND USEFUL

And, industrial recreation directors have been quick to turn this phenomenon into a leading employee activity.

Their approach has been imaginative and useful. They have developed countless variations to the general camera contest format to build and maintain active interest.

Grumman Aircraft Engineering Corp., Bethpage, N. Y., for example, conducts something photographic every month of the year. In addition to its nine-month snapshot contest run by the PLANE NEWS house organ, Grumman conducts an annual photo show with a completely new slate of entries.

Picnic time means another Grumman contest with special bathing beauty and family member snapshot classifications open to employees.

W. T. Grant Company, New York, added a show stealing category to its annual photography exhibit when it encouraged all employees to search their attics for any "Gay Ninties" shot which proved amusing. This "Yesteryear" classification threw the show open even to non-photographers and greatly increased attendance and participation.

JUDGES of Ford's annual amateur snapshot contest screen some 400 entries before picking the winners.

CONTESTS WITH A PURPOSE

Many contests are run by the company publication as a means to obtain good photos. Similarly, however, a contest can be a successful membership promotion by the employee photo club. Nationwide Insurance and Timken Roller Bearing, for two, open their contests to all employees except camera club members.

Likewise, a contest can be a highly successful means of focusing attention on particular company operations, products, policies or even desirable aspects of community living.

British Columbia Electric Co., Ltd., of Vancouver, held a contest for which any photo dealing with company operations and showing employees at work were eligible. Obviously, some limitations must be placed on a contest of this type to prevent interference with work production.

Westinghouse annually awards prizes to the best employee photos in which a Westinghouse product or the circle "W" trade mark clearly appears.

Photo subjects in a recent contest by General Electric Co. in Erie, Pa. were restricted to shots showing an employee engaged in some type of community work.

These specialized contests can be quite successful, but it is important to remember that almost without exception the more restrictive the rules are regarding subject matter, the fewer entries will be submitted.

POINTERS FOR SUCCESS

Eastman Kodak Company's Editorial Service Bureau, which offers assistance in planning photo contests, has found that success in these contests can be measured in direct proportion to the following:

1. The breadth of the contest's appeal,
2. the amount and type of promotion used and,
3. the likelihood that the type of pictures that the sponsor is looking for have already been taken by the

people whom he is trying to reach.

In planning a contest, certain factors must be considered in all cases:

1. How many people can be expected to participate?
2. How are you going to reach them and tell them about the contest?
3. Will the returns that may be expected justify the efforts and expense that will be involved?

Even if the contest is intended purely for fun, your answers to these questions will greatly affect the rules you develop.

FOLLOW THESE RULES

The following guide marks will help in setting up contest rules, but to be truly successful, each contest must be tailor-made to the individual situation.

Eligibility. Spell out eligibility requirements and define the terms used. Company contests are almost always restricted to amateurs who "do not earn a majority of their living from the sale or use of photographic products." Just as important, make it clear who is NOT eligible.

Kind of photos. Black and white snapshots only? Color only? Both? What size photos are acceptable? Must photos have been taken within a specified time limit? These rules depend largely on the sponsor's objectives and how he intends to use the prize-winning photos.

Classifications. Name the specific classes of entry which are established. If both black and white and color entries are taken, Kodak recommends dividing the contest into two general classifications since it is almost impossible to judge a good black and white against a good color shot. One or two general classifications will usually pull more entries particularly if it is your first contest. The majority of established employee contests are split into five classes: children, persons, scenes and still life, animals and wild life, and color with a grand prize going to the "best in the show."

Ownership. Will you return the pictures to the contestant and, if so, under what conditions. If the entrant is not to have his photos returned, he will not enter as many as he otherwise might. This may be good or bad depending on how many entries you want to handle. It is customary to return color slides.

Advertising. Must the entrant be ready to furnish advertising releases for all recognizable people appearing in the photos? Will the sponsor furnish these release forms?



COVER GIRL for Pittsburgh Plate Glass house organ is selected each year from photographs of company beauties submitted by PPG branch locations. Here's the 1959 winner, Miss Grace Rogers.

Prizes. List the prizes, when they will be awarded and their value. The amount and type of prizes often determines the contest's appeal.

Entry blank. Is an official entry blank required? If so, where can they be obtained. Must there be data written on the print? Name, address, department, etc.?

Submission. Most important, stress exactly where the entrant must send his photos to be judged.

OTHER CONSIDERATIONS

Don't forget the work involved in handling the entries. A good system will be determined in part by the scope of the contest, whether the prints are to be returned and how the sponsor intends to make use of the entrant's name.

In any event, someone should check the official acceptability of all entries, separate them into classes and make an official count of entries by contestants, photos, etc.

In some contests, judges look at all entries. Larger contests are speeded up by a preliminary screening by people who have a clear idea of the contest's objectives.

Generally an odd number of judges (usually three or five) are selected preferably with some photographic experience. Kodak suggests that at least one judge be a well known photographer, that one be designated as chairman of the judges and that a representative of the sponsoring organization be included in the judging group.

WHAT TO JUDGE

Here again, the purpose of the contest should dictate the basis upon which the photos are to be judged.

Ford, Motorola, General Electric and many other company contests stress that "photos will be judged more on story telling value, originality and warmth than on technical excellence."

Their purpose, of course, is to interest all employees, to give the novice a chance against the skilled amateur.

On the other hand, A. C. Neilsen just completed its first international employees photo contest. The 137 entries received from Neilsen's 12 U. S. and overseas locations measured up to the judging standard of "excellence of composition, technique and quality."



PERSONS classification prizewinner in the Grumman PLANE NEWS 1959 snapshot contest is this shot of a lobsterman working out of Damariscotta, Mass.

Neilsen will mount all prizewinning photos in an international travelling exhibit to be shipped to all offices.

For contests restricted to camera club members, judging standards are usually similar to those used by Neilsen. Also, photo subjects can be more restrictive.

In the contests conducted by Delco-Remy (Dayton, Ohio) camera club, competition subjects are changed monthly from, for example, children in January to animals in February, etc.

Finally, as in any recreation activity, plan the official announcement of winners and award presentation in a manner that will be worthy of the winners' efforts and of your time and work on the contest.

NIRA ANNOUNCES EMPLOYEE PHOTO CONTEST

Trip to Mexico and other valuable prizes await winners of NIRA's national contest for amateur employee-photographers

One week vacation for two in Mexico City awaits the winner of the first annual Employee Photo Contest sponsored by the National Industrial Recreation Association.

Running for the full calendar year of 1960, the contest is open to any amateur photographer and his family who is employed by a NIRA company or classifications open to employees.

Each contestant may submit as many entries as he desires in either or both contest classifications: Open and Recreation.

The Open Division places no restrictions on photo subjects. Photos entered in the Recreation Division must have been taken of some phase of the employee's company recreation program.

The Mexico City trip which will be awarded to the winner of the Open Division includes expenses for air transportation to and from the air terminal nearest the winner's home, and covers meals and lodging in Mexico City.

Information on other awards and the complete rules follow:

ELIGIBILITY

This contest is open to any amateur photographer and his family who is employed by a NIRA company member or branch member.

DURATION OF CONTEST

This contest is open for the calendar year of 1960. Entries may be submitted at any time prior to midnight December 31, 1960.

TYPES OF PHOTOS

Black-and-white pictures only are acceptable. No print or enlargement more than 10 inches in its longest dimension will be accepted. Developing and printing may be done by a photofinisher or by the entrant. No art work or retouching is permitted on the prints or negatives entered in this contest.

CLASSES OF ENTRY

Open Division

No restriction on photo subject.

Recreation Division

Photos taken of some phase of the recreation program conducted by the contestant's company. May include action shots of sports events, photos of social and cultural activities or pictures of recreation facilities, displays, etc.

ENTRIES

Entrants may submit as many pictures as desired at any time during the contest period, but no one will be eligible for more than one prize. Mail print or prints to Photo Contest, National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.

On the back of each photo, print the entrant's name, address, name of company and its recreation director. State whether the photo is to be entered in the Open or Recreation Division and include a short description identifying the subject.

OWNERSHIP

All entries will become the property of NIRA unless a stamped, self-addressed envelope accompanies the entry. Do not send negatives.

PRIZES

Open Division

First—One week trip for two to Mexico City. Air transportation, meals and Lodgings, Arranged by Happiness Travel Service, Chicago.

Second through fifth—Latest in camera equipment, film, accessories.

Special—Members of the winner's camera club will be eligible to accompany him on the Mexico City tour at special rates arranged through the NIRA Travel Council.

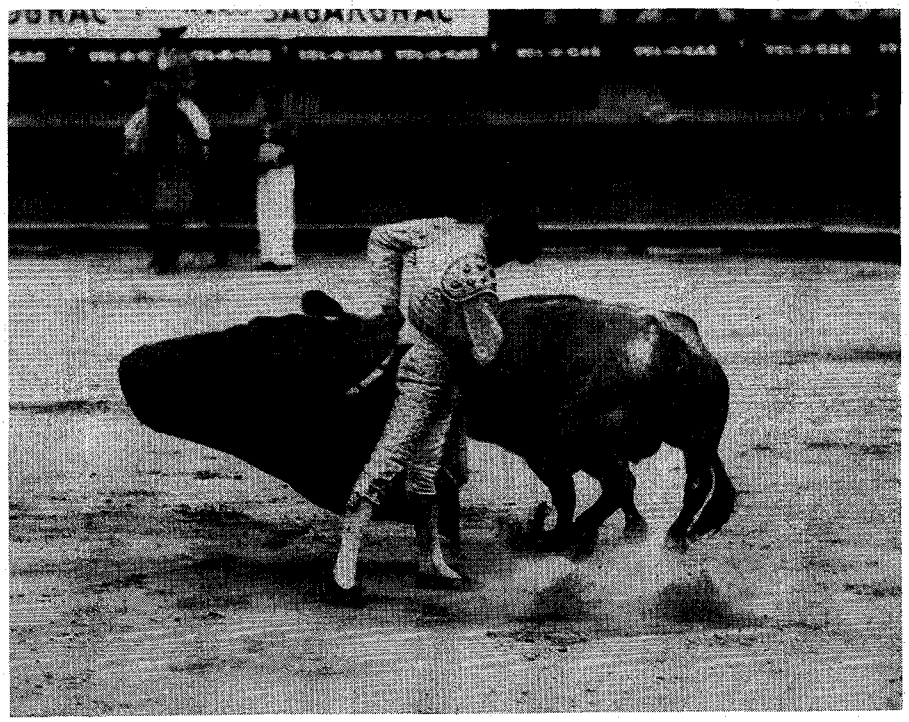
Recreation Division

First—Winning photo will appear on the cover of the March 1961 issue of RECREATION MANAGEMENT. Additional prize: $25 value in winner's choice of photo equipment, supplies.

Second through fifth—Latest in camera equipment, film, accessories.

Special—The winner's camera club will be awarded darkroom equipment.

Winners will be announced in the March 1961 issue of R/M.



MEXICAN BULLFIGHT will be a must during the expense-paid, week for two in Mexico City awarded to the winner of NIRA's first annual Employee Photo Contest. For details on entering, see the official contest rules reproduced above.



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No need to fret if you have a fund-raising problem. Kathryn Beich Candies can be *your* answer as it has been for countless other groups such as yours. Once you and your co-workers get into the swing of this "fun" way to raise funds and see how easy it is to tuck those profits into your treasury, you'll wonder why you ever resorted to old-fashioned "hard work" ways of reaching a funds goal.

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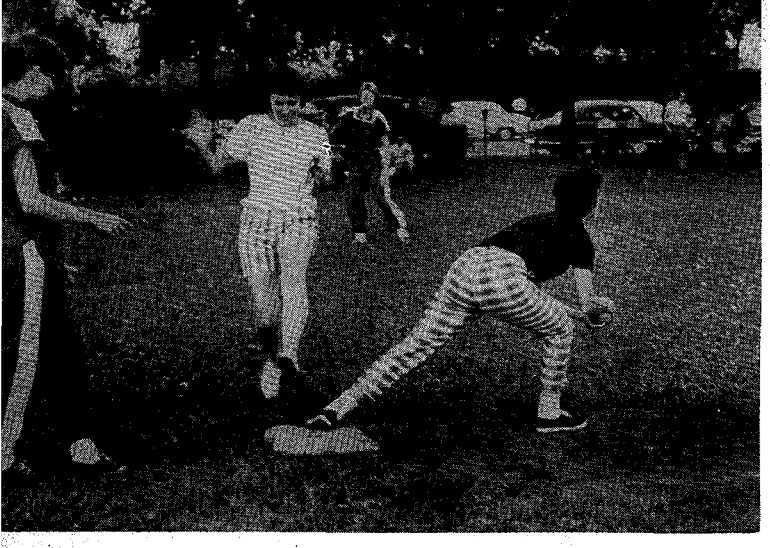
I am interested in fund-raising with Kathryn Beich Candies. Please send me a free sample and complete information.

NAME OF ORGANIZATION.....

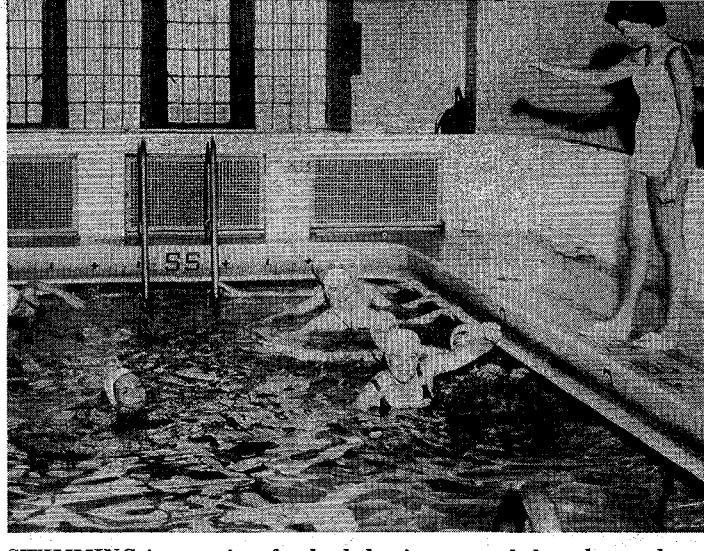
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SOFTBALL stars from departmental teams such as these from Bell's entry in the local inter-company Powder Puff League. Bell's team has won first place for the past seven years.



SWIMMING instruction for both beginners and the advanced is provided by Bell employees who excel in the sport. The girls have a chance to take a dip every week in two downtown pools.

Women's Sports ARE Popular

During the past 30 years, Illinois Bell's comprehensive athletic program has attracted 15,000 telephone girls

by ADA PASKIND KAHN

The girl you hear say "number please" may be one of more than 15,000 women who have participated in Illinois Bell Telephone Company's Telephone Girls' Recreation Association since the fall of 1927.

Bell Telephone's sports program for women, centered in downtown Chicago, presently includes volleyball, swimming, softball and bowling.

The program is the company's greatest morale builder, says Isabella Hardacre, head of the women's sports program. A girl might think of leaving her job, but when it's the middle of the softball season or the beginning of the volleyball season, she doesn't want to leave the rest of the team. Several sports seasons come and go, and the employee becomes more interested in the teams as well as her job.

"Many girls are attracted to our company because of our sports program," says Ella Hardacre. "The opportunities we offer for recreation include instructions, organized teams, and competition, all of which are real plus factors to a person looking for a new job."

The women's sports program at Illinois Bell was organized in 1927 with six volleyball teams. At first only one department participated, but now the entire sports program is company wide. Volleyball teams average around 28 in number each season.

Volleyball has been the most popular sport through the years because the weather never interferes with a game, and the place for the game, Illinois Bell's own gym, is always available.

Volleyball teams as well as other teams are usually made up of girls who work in the same department. Often, however, a girl who has been transferred to another office may wish to continue playing with her old team. This presents no difficulty, since all teams play in the company's downtown gym, which is centrally located near all transportation from outlying areas.

The sports program is open to any employee of the company in the state of Illinois, and several times volleyball players have come from as far as Joliet to play. All players pay a fee of $1.50 for the season. Management feels that when the employees pay even a nominal amount, they will stick to the activity longer than if it were free.

Several times the Illinois Bell volleyball team entered an Amateur Athletic Union contest, but has not participated recently because of the one-hit rule among tournament players. Bell's rule allows the girls two hits, because this enables less adept players to enjoy the game.

Bell's philosophy is to encourage more participation in their own program than to try to excel in outside competitions.

Bell volleyball teams are grouped into five divisions: championship, advanced, intermediate A, intermediate B, and novice. Girls are classified by their ability to play, and similar teams play against each other.

The finals are held at De Paul university's alumni hall, and a charge is made for tickets to defray expenses of the event. Last year a total of 450 persons, mostly from Bell, attended the competition.

The swimming program was started as a safety measure so that the girls would be better equipped to save themselves and others if the need arose. There is instruction for beginners and

ELLA HARDACRE (l), head of the women's program, supervises trophy presentation to all champions.





VOLLEYBALL champs won over a field of 28 teams in Bell's most popular women's sports activity.

opportunity for the advanced to enjoy swimming every week in either of two pools located near the downtown area.

Swimming, as well as the other sports, is coached by Bell Telephone employees who excel in that particular sports field. Professional coaches are rarely hired, except in the cases of referees for tournaments, because there are plenty of women in the company who have leadership abilities in these fields.

The three assistants to the director of the sports program, Gwen Zipperle, Dorothy Elkin and Lucille Bartholomae, are all ex-phone operators who now spend the major portion of each day with administrative work pertaining to the sports program.

Bell Telephone belongs to the Powder Puff League, an industrial league composed of girls softball teams from various companies in the downtown Chicago area.

Bell's softball team has taken the first place trophy in the league for the past seven years. This proud record in public competition is made possible because of the company teams from various departments. The best players from these teams play on the Powder Puff League entry.

Teams in the Powder Puff League number from 8 to 14, and each company entering a team pays a $75 entry fee to cover costs of operating the league.

Last year, 150 women competed in the spring bowling tournament. If they have previously bowled in a league, the girls use their established handicaps. Otherwise, the girl are given a series of 26 cards with three games on a card.

They are expected to bowl three lines a week, at any bowling establishment. They send witnessed score cards to the office, and their handicap is thus determined.

Management at Illinois Bell Telephone Company feels that the sports program, besides being a fine morale booster, promotes health, helps to develop poise, self-confidence and leadership. It broadens personality and teaches the employees how to get along better with others.

It helps give solidarity to the company, because it enables employees to get acquainted with others from all departments and to know more about their jobs.

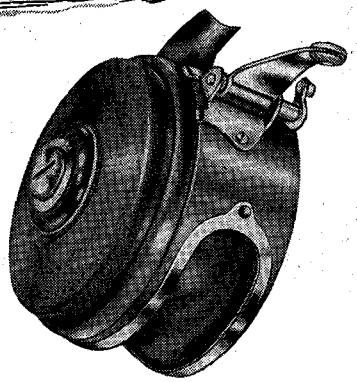
EMPLOYEES who played on Bell volleyball teams 30 years ago put on their original "gym suits" to stage an exhibition game during last year's Illinois Bell Volleyball Finals held in DePaul University's Alumni Hall.





saves Fish and Line!





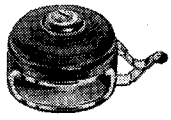
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300,000 sq. ft. for recreation

With its new addition, Kodak's five-story recreation building accommodates 7,000 employees at one time

Approximately 300,000 square feet of leisure space have been brought under one roof with the completion, last January, of Eastman Kodak Company's huge addition to its employee recreation building in Rochester, N. Y.

With maximum utilization, it has been estimated that the entire five-story structure at Kodak Park can accommodate at one time the leisure interests of 7,000 employees, family members and retirees.

Highlight of the new facility is the auditorium (see photo below) which seats 2,224 persons. This auditorium finds a wide variety of uses, including noon-hour movies, slide presentations by members of the Kodak Travel Club and meetings of various Kodak organizations such as the Kodak Park Foremen's Club.

DOUBLE PURPOSE

However, the auditorium also doubles in an important role in the development and testing of certain Kodak products, particularly those for use in the motion picture field.

The company's film testing division makes use of the auditorium on occasion for comparative testing of films made with different emulsion characteristics. The auditorium's projection setup permits the showing of two such films simultaneously, side by side, on the screen.

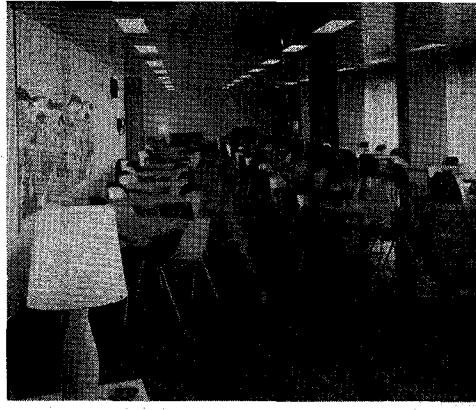
The auditorium also serves as a laboratory for testing optics designed by Kodak engineers for slide and movie projectors. Technical conferences of scientists meet in the auditorium where the most modern audio-visual equipment is available.

MOST MODERN EQUIPMENT

The auditorium is completely equipped for virtually any type of stage or motion picture presentation. The stage measures 72 feet across by 37 feet deep.

An unusual feature of the auditorium is the location of sound and lighting control booths at the rear of the orchestra section. This enables operators of this equipment to see and hear the effects they are creating.

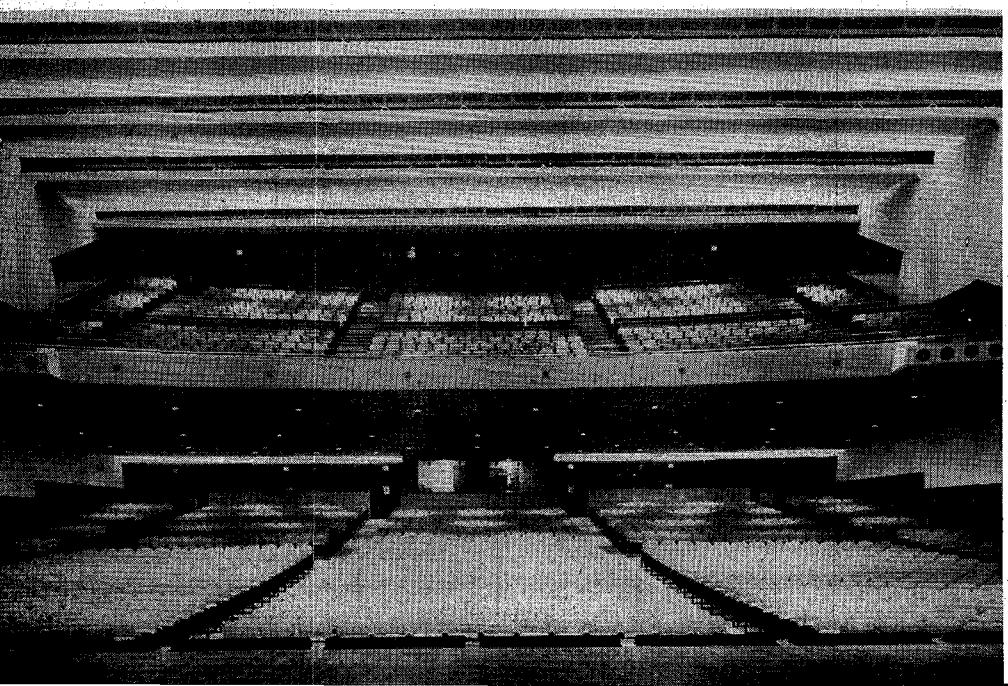
The new addition to the building also includes a special lounge for retired Kodak people. The room is used for card parties, reading and as a place to relax and chat with old-time friends. Open every weekday from 10 a.m. until 11 p.m., the room also contains a piano and television set.



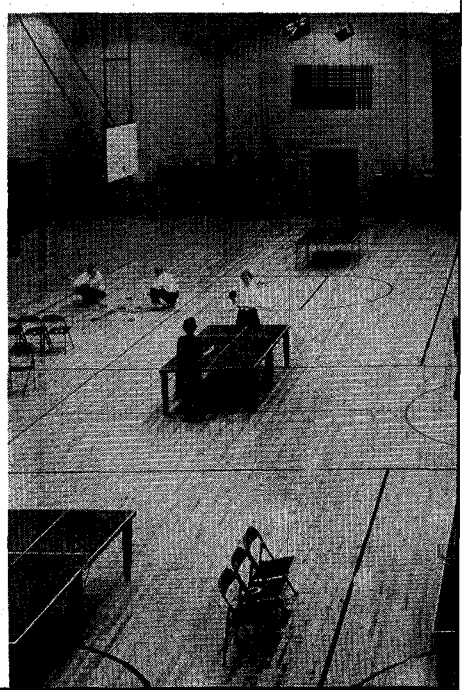
Retirees' room (above and below) in n

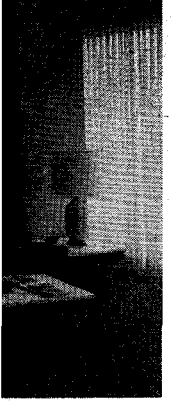


View from the stage of the 2,224 seat Eastman Kodak auditorium



Multi-purpose gymnasium in







ion center

Camera Club reading room (above) and fully equipped studio





Opened in more recent months were two sections of the building which house 20 fully automatic bowling lanes as well as elaborate facilities for the Kodak Camera Club.

The Camera Club, with 40 darkrooms and a complete line of equipment for doing all things photographic, is the largest such organization in the world with approximately 10,000 members.

In addition to facilities for developing film, making prints and enlargements, the Camera Club also has several areas devoted to classroom use and to show slides and motion pictures.

A 186-seat "little theatre" may also be used for Camera Club meetings or other special presentations.

The bowling lane area purposefully makes use of a bright, multi-colored decor to set the tone as a recreation area in sharp contrast to the more sedate colors used in nearby offices and manufacturing areas.

An attractively furnished lounge and convenient snack bar are located immediately behind the bowling lanes.

Since a number of manufacturing operations are on a round-the-clock basis the lanes are open to Kodak employees and their immediate families from 8 a.m. to 2 a.m. Monday through Saturday and from noon to 2 a.m. on Sunday.

The new addition also contains party and activity rooms on the first floor. These rooms may be used for meetings by any of the scores of Kodak recreational organizations connected with the company's seven plants in Rochester. Luncheon and dinner meetings are also held in these rooms.

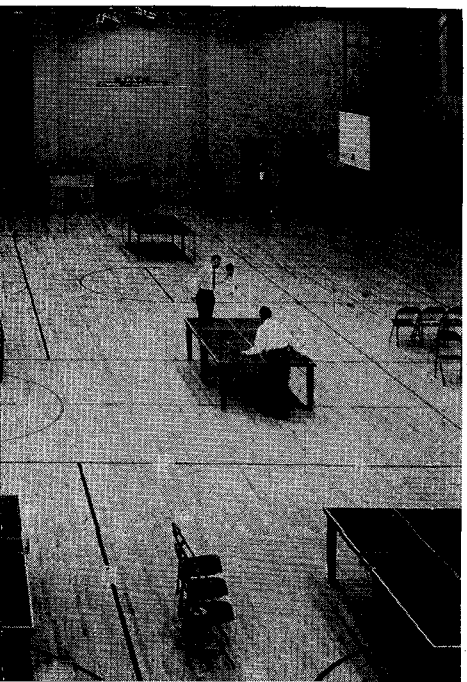
OLDER SECTION

The older section of the recreation building includes a gymnasium which seats 1,400 spectators for a basketball game. There is a pistol range for members of the company's pistol club and other interested employees. On Kodak Park premises, there is also a softball field with grandstand and bleachers that will accommodate 1,400 fans. The building's three cafeterias seat about 2,300 persons.

"This building is for the benefit of all Kodak people in Rochester," says Ivar N. Hultman, Kodak vice president and general manager of Kodak Park Works.

"It is an indication of the company's interest in its people in providing facilities for meetings of Kodak groups for recreational purposes as well as for matters related to company business."

ection of the recreation center



20 automatic bowling lanes are open for play 18 hours a day



MISSED THE TARGET ONCE TOO OFTEN: R.I.P.

by C. H. McKENNON

Douglas pistol team "buries" Westinghouse with tombstone trophy in one phase of its all-inclusive shooting program

Two Cessna airplanes lifted from the Tulsa Municipal Airport and pointed their roaring noses northeast—to Kansas City, Mo. A vast white sea of snow far below blanketed the Oklahoma hills, but the shining eyes of the airborne passengers were riveted on the distant horizon.

Within a few hours they would be principals in a head-on clash of two industrial titans—and the staccato racket of gun fire would settle the issue!

DEVELOP PROGRAM

The impending "shooting affray" had its beginning five years ago at the Douglas Aircraft Company Tulsa Division Plant. Several Douglas executives became interested in forming an organized recreation program and they appointed a number of employees to make a survey of potential activities. A recreation coordinator was appointed, and within weeks the Douglas Employes Recreation Activities (DERA) was in operation.

For each chosen activity a "committeeman" was elected from the myriad employees to "head-up" the promotion, organization, and functioning of his recreation.

Soon, departmental softball teams were vying for in-plant honors and were tackling teams in the local industrial league. Archery, water skiing, tennis, golf, ping-pong, and horseshoes appeared as employee activities.

For employees not so athletically inclined a chess tournament was provided, as well as a unique "Historical Society." The latter functions by delving into Oklahoma history to "research and record the little known incidents of the Indian Territory days of Oklahoma."

Competitive pistol shooting places no premium on age or sex. That potential was incorporated as a DERA activity.

The DERA Pistol Activity was designed at the outset to function annually in a "progressive manner." An affiliation with the National Rifle Association was obtained and a School Of Handguns was set up to go into operation in the spring of each year.

The school, consisting of four classroom sessions and a firing range session, provides the participating employee with a workable knowledge of safe firearms handling and the basic concepts of competitive shooting. "Graduating" employees are presented a handsome certificate signed by the Vice President-General Manager of the Douglas Tulsa Division.

The employee at this point may keep his DERA Handgun Manual for reference, and drop out, or, he may enter the summer series of target matches.

USE NRA SYSTEM

The DERA target matches offer the standard NRA system of ribbon and medal awards for various skills in competitive pistol shooting. The last match of the season offers many "goodies." A battery of executive-sponsored trophies await the shooter who excells.

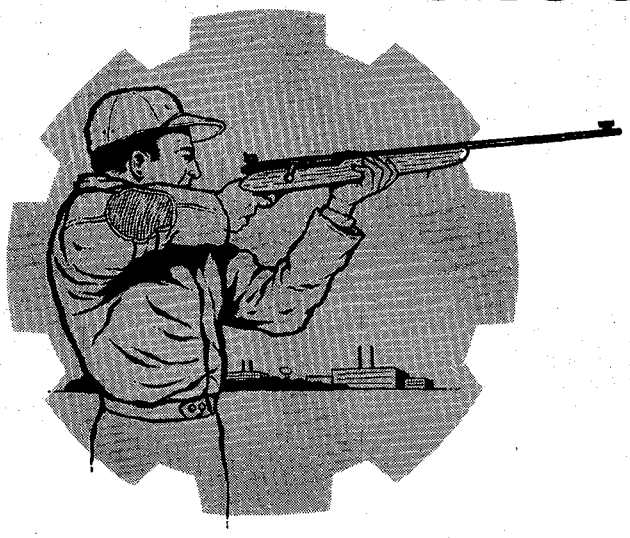
The five highest scoring shooters of the year's end match become the representative team for the current year. This elite pistol team represents the Douglas-Tulsa Division in the annual all-plants pistol match which features

continued on page 18

Last rites at symbolic grave are administered by the winning pistol team of the Douglas Aircraft Corp. Tulsa Division.



SHOOTING IS FUN!



For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.

ADDRESS: DEPT. NIRA, CLUB SECTION

NATIONAL RIFLE ASSOCIATION

1600 RHODE ISLAND AVE., N.W. **WASHINGTON 6, D. C.**

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who exhibits . . .

at the 19th NIRA Conference and Exhibit?

Adirondack Bats, Inc.
American Bowling Congress
American Playground Device Co.
The Athletic Institute, Inc.
Automatic Canteen Company of America
Champion Knitwear Company
The Coca-Cola Company
Conn Corporation
Converse Rubber Company
Eastman Kodak Company
Hillerich & Bradsby Company
Interstate Detroit Coffee Company
The MacGregor Company
The Morgan Sign Machine Company
Nat'l Assn. Amusement Parks, Pools & Beaches
National Bowling Council
National Golf Foundation
National Rifle Association
New York Convention and Visitors Bureau
Northwest Automatic Products Corp.
Pepsi-Cola Company
Rawlings Sporting Goods Company
Sabena Belgian World Airlines
Saunders Manufacturing & Novelty Co.
The Seamless Rubber Co.
The Seven-Up Company
Sico Manufacturing Company, Inc.
Shakespeare Company
Smith Enterprises, Inc.
Transport & Travel Contractors, Inc.
Waldron & Co., Inc.
Wenger Music Equipment Company
Zebco Company

This list will double by conference time. Reserve space now for your display in the only national exhibit of industrial recreation equipment and services. Write: National Industrial Recreation Association, 203 N. Wabash, Chicago 1, Ill.

four days:

May 22-25
Detroit, Michigan
Sheraton-Cadillac Hotel

continued from page 16
the Donald W. Douglas Champion Team Trophy.

Heartily contesting for the giant trophy are the representative teams of the Charlotte, N. C., El Segundo, Santa Monica, and Long Beach, Calif., Divisions of the company. The big contest is traditionally fired in October, with each team firing on its "home range".

TELEPHONE SCORES

Scores are telephoned to the general offices welfare division in Santa Monica and the winning team is announced by telegraph.

As with all DERA activities, there are no charges or dues for participants in the pistol activity. The employee must furnish his firearm and ammunition, but the accessories and equipment are furnished. A complete cartridge reloading equipment for large calibers is maintained.

DERA financing is provided by the Welfare Board, and each activity is furnished a yearly budget. The immediate families of employees are eligible to participate in DERA activities.

The Douglas shooters eagerly accepted a challenge from the Rifle and Pistol Club of the Westinghouse Aviation Gas Turbine Division of Kansas City. The Representative Team was flown to the Westinghouse indoor target range, situated in the huge main brick building of the plant.

The Westinghouse shooters royally entertained the visiting Douglasites with a dinner, and then proceded to defeat them.

As soon as the weather permitted the use of the Plant Protection Pistol Range, the Douglas shooters challenged the Westinghouse club. A special dinner and an invitation to a departmental dance was arranged for the Kansas Citians and then victory came to the Douglasites.

Following the match a grave was dug on the range, and during a mock funeral, the Westinghouse team was "buried." A huge "Tombstone Trophy" was brought out and placed on the grave.

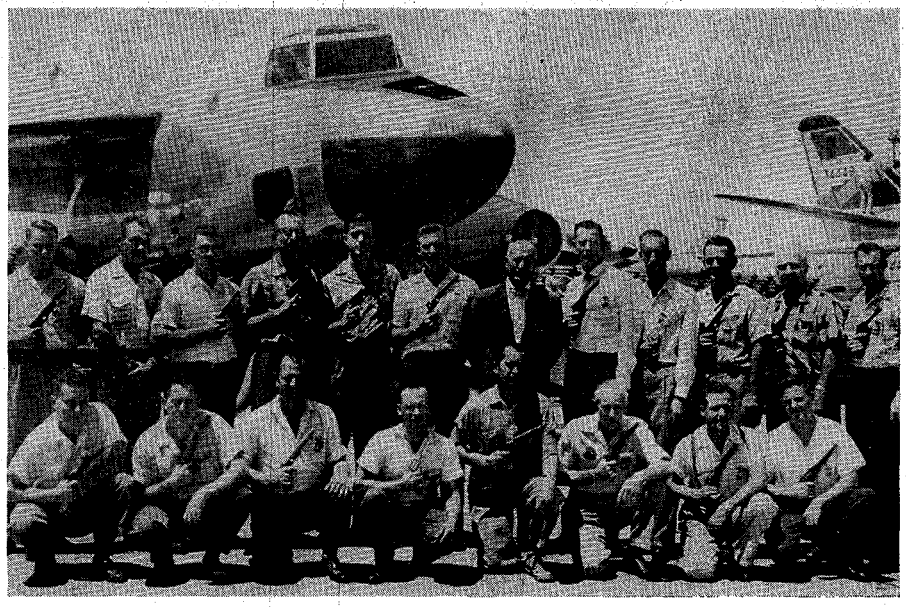
PERMANENT TOMBSTONE

Voting to make the contest an annual affair, the two recreational pistol teams declared the "tombstone" to be a permanent trophy. During the latest tilt, the Westinghouse group "buried" the Douglasites in Kansas City soil. The Tombstone Trophy, built by Westinghouse, has a removable slab so that the appropriate "inscription" can be inserted.

Douglasites are proud of their pistol activity, which culminates annually in the largest industrial recreation pistol match in the Nation.

They are eagerly awaiting the outcome of current plans of the Welfare Board, which includes a large target range in a proposed Douglas Recreation Center.

Employees are planning a rifle and skeet-trap program to augment the pistol program. Judging from the echoes in the past, it is a certainty that the new Recreation Center be ushered into action with a loud and mighty salute.



OLD AND NEW is pictured as employees pose with Civil War vintage six shooters before a Douglas jet bomber. This group, "the Douglas Percussioneers," conduct regular target matches with the old fashioned revolvers.



TABLES TURNED! Westinghouse buries Douglas after winning a return pistol match on their home grounds.



WOMEN GET INTO THE ACT as the Douglas women fire a "female match" against the women's team from Westinghouse on the latter's indoor pistol range in Kansas City, Mo.

Postal Shooting Contest Opens

Industrial gun clubs prepare for second annual NIRA-NRA matches

It's open season on NIRA trophies as the Association's second annual postal rifle and pistol matches enter the second month of competition.

Teams and individuals who have not yet entered still have plenty of time to get in on the fireworks, however. The contest runs until midnight, April 30.

Co-sponsored with NIRA by the National Rifle Association of America, the event is open to any bona fide employee of a NIRA member company.

To compete, the individual, team captain or recreation director completes the official entry form and mails it to the National Rifle Association. The NRA will then return registered contest targets. Contestants may fire the targets on any range at any time prior to the April deadline. After firing, contestants return the targets to NRA for judging.

The event consists of eight different matches: .22 caliber rimfire rifle and pistol for teams and individuals and CO_2 gas operated rifle and pistol for teams and individuals. Companies may enter as many teams and individuals in as many matches as they choose.

Nominal entry fees ($1. per individual, $4 per four-man team) cover costs of postage, administration and awards.

National and regional champions will be named in all eight matches and trophies will be awarded at the 19th annual NIRA Conference and Exhibit in Detroit, May 22-25.

The postal contest was continued this year by a unanimous vote of the NIRA Board of Directors. Its purpose is to help recreation directors stimulate gun club activity within their respective companies.

"A postal contest of this type has many advantages," stated Don Neer, NIRA executive secretary. "Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition."

No travel or time from the job is necessary, and participation involves a minimum expense.

If you have not yet received your entry blank or desire additional information, write NIRA, 203 N. Wabash Ave., Chicago 1, Illinois.



DEFENDING RIFLE CHAMPS, the Goodyear Zeppelins, check their scores during a practice session.





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with *Hillyard* CHAMPION TROPHY® GYM FINISH

This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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Ask the Hillyard "Maintaineer®" in your area to draw up a maintenance program for your floor —also for tips on preparation for dances, etc. He's *"On Your Staff Not Your Payroll."*

FLOOR HILLYARD TREATMENTS



HILLYARD St. Joseph, Mo., Dept. P-6

☐ Please send me Free chart for laying out, lining and finishing my gym floor.

☐ Please have the Maintaineer get in touch with me. No obligation!

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Firm or Institution.....

Address.....

City.....State.....

ST. JOSEPH, MISSOURI • San Jose, Calif. • Passaic, N.J.
Branches and Warehouses in Principal Cities

Golf Day Receipts Jump

National Golf Day receipts exceeded $90,000. in 1959, highest total since 1955.

Total donations, received from 1,837 golf clubs across the nation, will be turned over to the National Golf Fund for distribution to golf charities and worthwhile projects.

A total of $666,000 realized during the seven-year operation of National Golf Day has benefitted caddie scholarship funds, golf for amputees and the blind, veterans rehabilitation, turf research and other causes.

In the 1959 event, 84,633 golfers tried to "beat the champion," Dow Finsterwald, 1958 PGA winner. More than 3,000 succeeded using their regular handicaps.

National Golf Day is sponsored by the Professional Golfers' Association of America.

Fishing by Electronics

Taking the guess work out of fishing, Raytheon recently introduced a portable, self-powered unit which detects fish electronically.

Called the "Angler," the devise indicates the presence of fish by flashes on the face of its indicator dial. The small, five-pound fishing aid has been designed especially for small boats with no electrical power. It will run for a season on it own self-contained battery.

Besides pinpointing schools of fish, the Angler also serves as a navigational aid. Returning electronic echoes signal whether the bottom is sand, rock or mud. Dangerous reefs, shoals and hidden rocks can be detected and avoided.

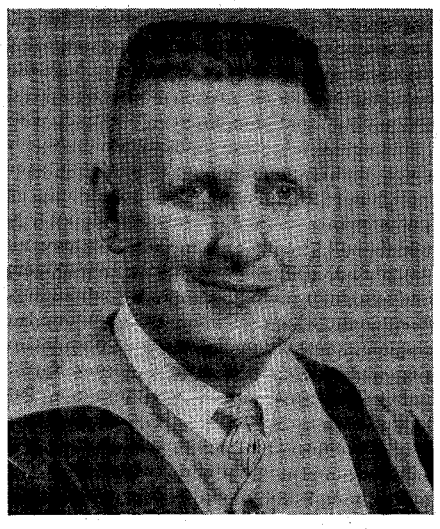
Retailing at $125, the Angler is being sold through 300 Raytheon marine dealers.

Shooting Consultant

Recreation directors seeking consultant service in organization, conduct and direction of recreational shooting programs and facilities need only contact the Sportsmen's Service Bureau, a Division of Sporting Arms and Ammunition Manufacturers' Institute, 250 E. 43rd St., New York 17, N. Y.

Through personal calls by members of its field staff, SAAMI services are available in virtually every section of the country at no charge.

Typical of the qualifications of SAAMI representatives, Dick Miller, who covers Illinois, Indiana and Michigan, is one of the nation's top shotgun marksmen. Miller's trophy case is over-loaded with prizes from the Grand American and numerous state and regional trap and skeet tournaments. He also writes monthly columns for three national magazines.



SAAMI field man, Dick Miller

In addition to consultant services, Miller and other SAAMI field men are available for speaking engagements, shooting instruction and demonstration. If your company is located in Miller's area, write him directly at Country Club Road, R.R. 1, Box 229, Crown Point, Ind.

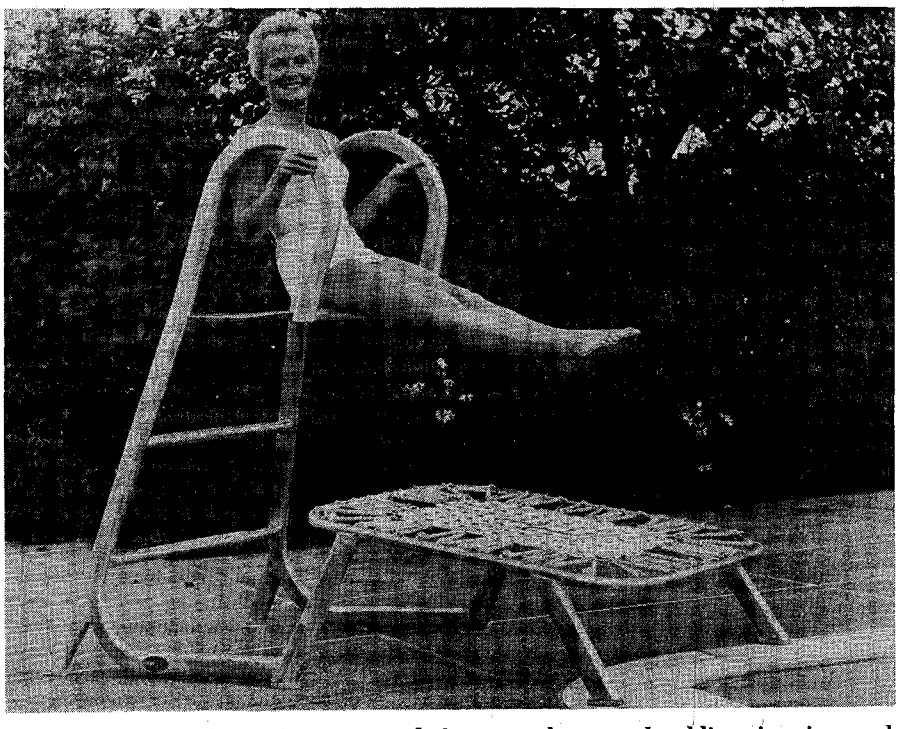
Catapult in the Lake

Three new models of catapults designed to serve all types of diving fun from home pools to public and resort swimming have been announced by Leflar Trampolines.

According to the company president, the new catapults offer stronger, all-welded steel construction, abrasion and sun resistant nylon bed and live rubber cords.

The country club, largest of the three models has been designed especially for pools where use is heavy. It is the model recommended clubs, municipal and resort pools.

For information and prices, write Leflar Trampolines, 1426 S. W. 2nd Ave., Portland 1, Ore.



Leflar Trampolines' new diving catapult for use at home and public swimming pools

Boat Sales Still Climb

Retail expenditures for pleasure boating continued their spectacular increase last year to show a 15 per cent jump over 1958 sales.

According to a year-end report by the Outboard Boating Club of America, we spent almost $2½ million at retail outlets for new and used boats, motors, accessories, safety equipment, fuel, boat shelters, docking and maintenance.

Bait Casting Meet

Hold first annual National Industrial Bait Casting Tournament during Milwaukee Sentinel Sports Show

A huge 45,000 gallon tank located in Milwaukee's new Arena will be the scene of the first annual National Industrial Invitational Bait Casting Tournament to be held March 25-26.

The meet has been scheduled for the last weekend of the 20th annual Milwaukee Sentinel Sports Show which draws thousands of spectators each year to inspect new sports equipment and observe sports demonstrations.

Competition for the five member industrial teams will be on a double elimination tournament basis with the leading casters on each team, as well as the national championship team, receiving outstanding awards.

Previously, the bait casting meet has been held on a local basis with 15 to 20 Milwaukee area industrial teams competing. This year; under the co-sponsorship of the National Industrial Recreation Association, the Milwaukee County Industrial Recreation Council and the Milwaukee Sentinel; the meet is being broadened to a national scale.

To enter, company teams must consist only of bonafide, full-time employees who have been with the company they represent at least 30 days before the meet. Entry fee is $25.00 per team.

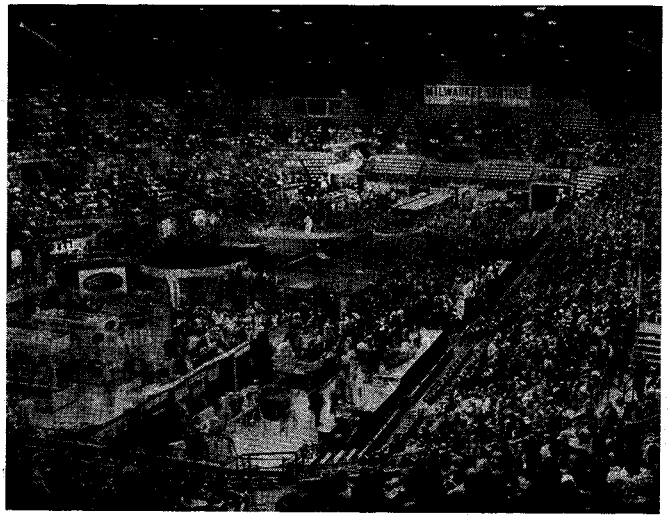
Teams consist of five players and one substitute although a team may compete with four casters. No substitutions are allowed while a match is underway.

Contestants are not restricted as to rod, line or form of casting used. However, only a standard bait casting reel as used in actual fishing will be allowed. No swivel or snap may be used. A 5/8 inch practice plug furnished by the Sentinel will be used for all matches.

A match consists of two casts at each of five targets placed between 40 and 60 feet from the casting platform. The targets are 28 inches in diameter.

Details on trophies and prizes will be announced in the March issue of RECREATION MANAGEMENT.

Complete contest rules and other information are available from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.



Milwaukee Arena, site of the national industrial casting meet



Trafalgar Square in London

Everyone benefits by a company employee trip to Europe!

When you initiate a tour for your company's employees you're doing service not only for the employee but for the company itself. Just notice the upsurge in efficiency and company spirit when employees can look forward to two weeks in Europe on their next vacation.

And, a tour like this is cheaper than you think. The amazing low cost of transportation and hotels afforded by group rates plus easy "travel now—pay later" financing puts an European holiday within the reach of all.

The only thing that's definitely needed is a carefully planned and operated tour, plus a complete, step-by-step promotional package to assure sell-out success. With Maupintour you can be sure of both these. Extensive background in the travel business, as well as branch offices in New York, Washington, and Brussels, provide the facilities necessary to insure outstanding tour operation. Posters, postcards mailed from Europe, personal letters, travel booklets, and color-sound films are arranged to build and maintain interest in an European tour.

Maupintour has developed this complete program and can arrange a tailored tour for your group including trans-Atlantic flights operated by scheduled airlines. This is all avaiable at very low costs, but you must write now. Only a limited number of groups can be managed by Maupintour in 1960. Complete the coupon below and mail today—a copy of the new Maupintour booklet on low cost European group travel will be sent you without obligation.

Mr. Alan R. Citron, Maupintour Associates
1236 Massachusetts Street, Lawrence, Kansas
Please send me information on how an employee holiday to Europe can be organized for my company in 1960.

name / title

firm name

address

city / zone / state

Number of employees_____ Travel Club ☐ yes ☐ no
Employee Recreational Club ☐ yes ☐ no
Company vacation close-down ☐ yes ☐ no Month_____

MIXED CHORUS LEADING MUSICAL GROUP

New survey of industrial music groups studies program participation, compensation, finance

The most popular musical unit in industrial recreation programs is the mixed chorus according to a new survey of industrial, utility and banking firms.

Conducted by an independent organization, the survey found that of 57 replies to a sampling of 77 firms, 32 or 58 per cent have music programs.

Apparently the reason for the popularity of the mixed chorus is that it provides group activity of maximum participation to both men and women. Following the mixed chorus in order are the band, male glee club, orchestra and women's glee club.

Most companies restrict membership to employees, while a few permit the employee's spouse to participate. Three companies reported extensive children's programs which include school children from the community.

I. NUMBER AND TYPE OF MUSICAL UNITS

	Number	Per cent
Number of companies surveyed	77	
Number of replies received	57	74
Number having music programs	32	58
Mixed chorus	26	46
Band	9	16
Male Glee Club	7	12
Orchestra	7	12
Women's Glee Club	3	5
Total	52*	

*Some companies have multiple musical units. Percentages based on total number replies.

Rehearsals are usually held after working hours with only one company paying employees for rehearsal time. Second shift employees are usually paid for evening rehearsals, however.

While several methods are used to finance industrial music programs, company contributions are used most often (see Table II). Company funds usually provide for the purchase and maintenance of band uniforms and some of the larger band instruments.

Transportation to and from performances and, when applicable, rent for rehearsal quarters are also usually paid by the company. However, the company does not ordinarily pay for items such as sheet music, robes and music stands. These items are most often financed with recreation funds, membership dues, performance fees or a combination of these sources.

Number of participants and the activities of the various musical groups run generally as follows:

Mixed chorus. Average 30 to 40 members. Public appearances from four to eight times a year; company appearances from three to seven times. Yearly rehearsal time averages 35 to 45 hours.

Band. Average between 50 and 70 members. Two companies reported more than 100. Public appearances 12 to 15 times a year; company appearances from 10 to 15. Rehearsals are usually once a week with extra rehearsals for special performances.

Glee clubs. Average between 45 and 55 members. Public and company appearances from seven to 13 times a year. Rehearsals averaged 50 to 60 yearly.

Orchestra. Average between 20 and 30 members. Public and company appearances from 10 to 15 times a year. Rehearsals averaged 30 to 40 per year.

Most companies reported that their musical director was not a regular employee. He is often a non-employee paid by the company on an hourly basis. Half of the companies reported that their accompanist was a regular employee. Most of these accompanists are not paid.

Outside accompanists were all paid: some by the company, some with recreation funds or membership dues and others by a combination of these sources.

The sampling included 14 companies with more than 10,000 employees. Seven companies employed between 5,001 and 10,000. The other 11 had 5,000 or less employees.

Most companies felt that money spent in financing employee musical programs was worthwhile. They indicated that it improved employee morale and, at the same time, helped build good community relations.

II. METHODS OF FINANCING

(Uniforms, some large instruments, transportation, rented quarters, sheet music, robes and music stands)

	Number of companies
Company contributions only	14
Recreation funds only	6
Membership dues only	1
Recreation funds plus company contributions	2
Funds and dues plus Company contributions	1
Funds and performance fees plus company contributions	1
Membership dues plus company contributions	4
Performance fees plus company contributions	1
Recreation funds and membership dues	1
Membership dues and performance fees	1
Total	32

III. COMPENSATION FOR DIRECTOR, ACCOMPANIST

Company Music Director

Paid by:	Company	10
	Recreation funds	2
	Membership dues	2
		14

Outside Music Director

Paid by:	Company	12
	Recreation funds	6
		18

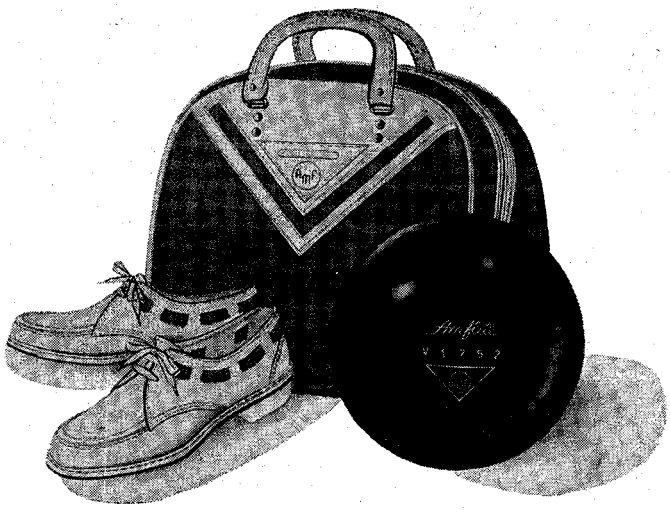
Company Accompanist

Paid by:	Company	8
	Recreation funds	3
	Not paid	5
		16

Outside Accompanist

Paid by:	Company	6
	Recreation funds	3
	Membership dues	3
	Combination	4
		16





AMF Bowlers' Accessories

...always perfect to give

...perfect to get!

Easy on the eyes...tops in performance...that's the complete line of AMF Bowlers' Accessories. AMFlite Bowling Balls are high-compression molded...built for *explosive power*, good-looking AMF Bowling Bags offer years of carrying convenience, fashion-perfect AMF Bowling Shoes make for sure footwork.

Offered at a price and style to satisfy the pocketbook and purpose of every bowler, you'll find these accessories are perfect...*perfect to give ...perfect to get!*

VISIT your "Magic Triangle" bowling center and look over the exciting fashion line of AMF Bowlers' Accessories. Buy from the man who knows your game...your bowling proprietor.

AMF PINSPOTTERS INC.

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY COMPANY
AMF BUILDING • 261 MADISON AVENUE, NEW YORK 16, N. Y.

BOWL WHERE YOU SEE THE "MAGIC AMF TRIANGLE"

Lose 14 Acres, Buy 41

Forced to sell off 14 acres of its 93 acre park because of a highway construction, the General Electric Employees Activity Association, Evendale, Ohio, turned the setback into a major step in its park development program.

They purchased 41 acres of land adjacent to the park. An option on an additional 22 acres was also effected in the same purchase package. The option can be picked up within the next five years.

This land acquisition more than compensates for the 14 acre loss and allows future development and expansion of the employee park.

The purchase marks the second step in the overall GEEAA plan for developing an adequate recreational area for General Electric employees and their families.

The first goal was to provide picnic, recreational and athletic facilities. The next objective is to provide adequate facilities to service the entire area.

For complete details on cost, development and physical layout of GEEAA's outstanding recreational area, see the Feb. 1959 issue of R/M, pages 12-13.

Junior Achievement (cont.)

NIC-NACO, TEEN-CO, CHRYGEN and 13 other imaginatively named business enterprises displayed their wares last December in the cafeteria at the Missile Division of Chrysler Corp., Detroit, Mich.

Timed for the Christmas buying surge, the exhibit featured a 25¢ Jiffy Mop (small); hot pads, with or without magnets; lint pickers; home fire alarms and a "novel teen night light." Most expensive: Jupiter missiles for $3.50 each.

Unusual? Not at Chrysler Missile, which is one of some 2,100 companies participating in the Junior Achievement program (see "J.A.—Industry's Junior Partner," pp. 16-19, Jan. 1960, R/M).

This year, the Missile Division is sponsoring 16 Junior Achievement companies with more than 300 achievers taking part in the program.

Compensation (cont.)

Is an executive's death while golfing covered by a state's compensation law?

In the article, "When Are Recreation Injuries Compensable," appearing in the October issue, R/M said yes. This answer, determined after a careful study of conflicting decisions, was affirmed recently by the Massachusetts Industrial Accident Board.

In the case of a sales engineer stricken by a heart attack in a Southern state where he had gone to clinch a business deal, the board held that since he was playing with a customer at the time, his widow was entitled to workmen's compensation of $20 a week.

Confusion reigns once again, however. The Wall Street Journal reports that the insurance company which underwrote the workman's compensation for the executive's company, sued in a state court to reverse the ruling. It gained a verdict that the death was not subject to compensation. Now, the state compensation board is appealing to the state supreme court.



ROLLING the first ball, Maj. Gen. Eugene P. Mussett, commander, Lowry AFB, officially opens Lowry Lanes, the new, AMF-equipped 16 lane bowling center situated on the air base just outside Denver, Colo.

Youth Leagues Merge

The P-O-N-Y Grads League and Colt League, both organized baseball programs for 15 and 16 year-old boys, have merged in a move heralded as one which will strengthen the entire structure of boys baseball.

The merged program will be administered through the office of P-O-N-Y Baseball, Inc., in Washington, Pa.

Actor-comedian Joe E. Brown, who has served as president of P-O-N-Y Baseball since its inception, stated that both Colt League and P-O-N-Y Grads were designed for the same purpose and were very similar in their operation. The merger will make a much stronger and suitable program than either league could have been alone.

Colt League was organized in 1953, and, after extensive reorganization, moved its headquarters to Ontario, Calif., in 1957. Under the merger it will become the Colt League division of P-O-N-Y Baseball, Inc., and continue

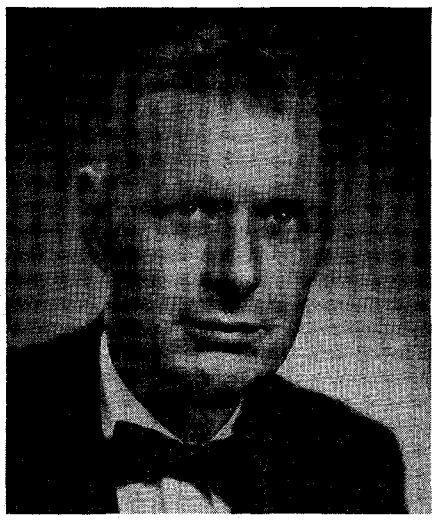


PRODUCT DISPLAY by the 16 Junior Achievement groups sponsored by the Missile Division of Chrysler Corp., Detroit, Mich., was featured in the company's cafeteria and main lobby during December.

to hold its World Series in Ontario.

P-O-N-Y Grads was organized in 1958 to provide a follow-up program to P-O-N-Y Baseball, a program for 13 and 14 year-old boys organized in 1951.

Sanction application forms and other materials will be issued through the P-O-N-Y Baseball office in Washington, and all requests for information and other correspondence should be sent to that office.



MELVIN C. BYERS, former manager of employee services in Owens-Illinois Glass Company's general office, Toledo, Ohio, has joined the sales promotion department of the Kimble Glass Company, an O-I subsidiary.

Lunch-Time Bridge

Lunch-time duplicate bridge tournaments have proved a big success this year for Culver City, Calif., employees of the Hughes Aircraft Company.

Regular games are played as double elimination, team-of-four tournaments, with each day's play comprising one round of six boards, using international match point scoring.

Eighty employees took part in the first Hughes lunch-time championship just completed. The tournament ran for 12 rounds with each round requiring about 45 minutes of play a day.

Complete information on how to run these tournaments may be obtained from L. W. Baldwin, Hughes Aircraft Co., Culver City, Calif.

PGA Comes to Firestone

When the PGA golf tournament comes to Firestone Country Club, July 18-24, to mark the first time a major professional golf tournament has been played on an industrial golf course, Firestone employees will be out in force.

Special tickets sold only during the Christmas season offered employees better than a 50 per cent rate reduction.

A grounds-clubhouse combination for every day of the meet, a $37. value, sold for $16. Valued at $29, a grounds-only ticket, sold for $12.



FIRST SECTION of recreational building at American Sterilizer Co., Erie, Pa., was completed late last Fall. Plans call for a 50 foot square addition to the right side of the structure.

"The more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do." The exchange of information is worth countless hours of study. It saves painful trial and error. Why stand alone when you can benefit from others who have already solved problems similar to yours? Why stand alone when you can have at your finger tips special research, consultation service, a reference library, news of the latest developments and trends. Use the services of the National Industrial Recreation Association.

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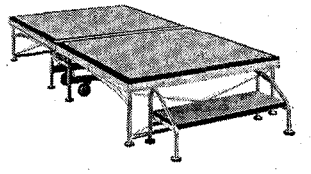
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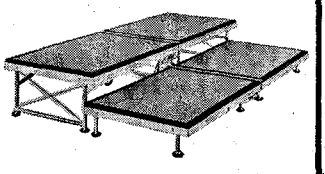
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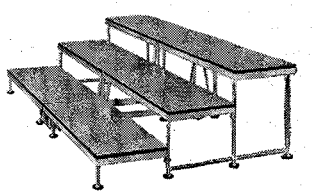
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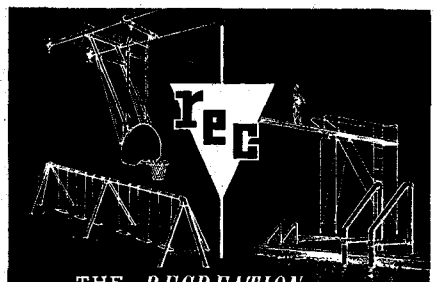




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Pre-Retirement Program

AGING IN THE MODERN WORLD, Dr. Wilma Donahue, Div. of Gerontology, U of Michigan, 1510 Rackham Bldg, Ann Arbor, Mich., 3 handbooks, $3.25

Special examination set of reading materials used in the study-discussion program, "Aging in the Modern World."

Developed by the University of Michigan and the U. S. Dept. of Health, Welfare and Education, the program is designed to help men and women find themselves at mid-life and to encourage them to develop interests and goals which will give direction and meaning to the second half of their lives.

The program is prepared to help counsellors organize and conduct discussion groups of men and women 35 years of age and older.

The examination set of reading materials may be returned within 30 days after purchase for full credit of the purchase price.

Facilities Planning

SPORTS AND RECREATION FACILITIES, Prentice-Hall, Inc., Englewood Cliffs, N. J., 364 pages, $9.00

Three years in preparation, this completely definitive guide book treats each area of facilities planning and production in full and clear detail.

More than 250 drawings and photographs support the nontechnical text which provides the basic information needed to create plans for recreation areas.

The book's 24 chapters were prepared by 21 specialists who answer such questions as: how to estimate total space required for park and recreation needs; the 29 principles in planning and constructing new facilities; the eight guide rules in selecting an architect and many other essential subjects.

Campers' Bible

CAMP BUYING GUIDE, Galloway Publishing Co., 120 W. 7th St., Plainfield, N. J., $2.00

A reference for everyone connected with the operation of summer camps, the 13th annual CAMP BUYING GUIDE contains scores of charts, tables and articles on buying camp supplies and equipment for feeding, arts and crafts, waterfront, sports, maintenance, sanitation, trips, etc.

New features include a buying guide calendar which shows how and when to schedule purchases.

Also included is a suppliers index listing the sources for more than 150 camping products.

Boating Installations

BOATING FACILITIES, Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill., 32 pages, no charge

Containing 18 reprinted articles on all phases of facilities installations, BOATING FACILITIES helps suggest ideas and plans for the development of boating facilities.

Subjects of the articles range from prefabricated launching ramps to club-owned docks and small craft harbors. The articles were orginally printed in leading trade and general circulation periodicals.

NIBL STANDINGS

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Team	W	L	Pct.	GB
Bartlesville Phillips 66ers	11	3	.786	—
Wichita Vickers	11	5	.688	1
Akron Goodyear Wingfoots	9	4	.692	1 ½
Cleveland Sweeney Pipers	8	4	.667	2
Peoria Caterpillars	7	8	.467	4 ½
Denver D-C Truckers	4	9	.308	6 ½
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- How much should be spent per employee for recreation?
- Should we build our own recreation facilities?
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- How do we plan for family recreation activities?
- How can we get more employee participation for our recreation dollar?
- What can our program offer to promote executive health and fitness?
- Why is recreation essential to good business?

DON'T send a delegate to

BUT IF YOU don't know all the answers, the best way to make sure that your recreation program is the most comprehensive for your company's needs is to attend NIRA's 19th annual Conference and Exhibit in Detroit this May—

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HELP AND BE HELPED in panel sessions where the give-and-take solves your problems of today and tomorrow.

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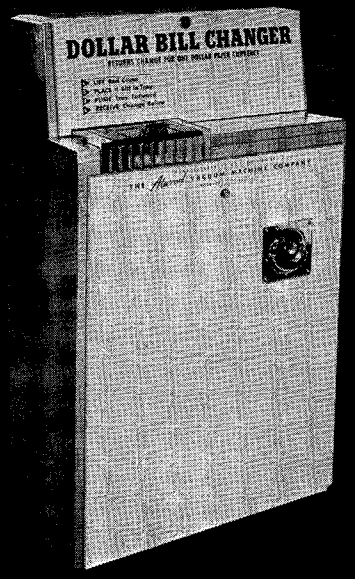
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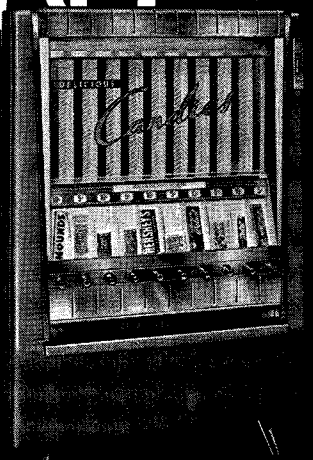
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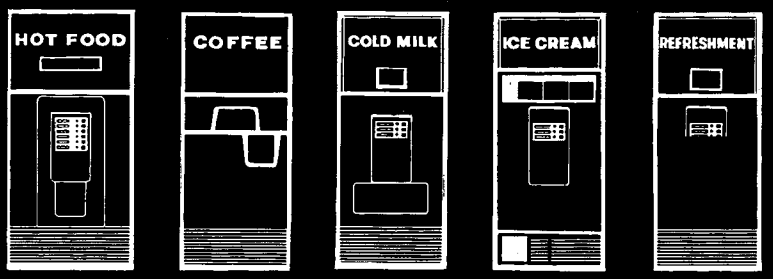
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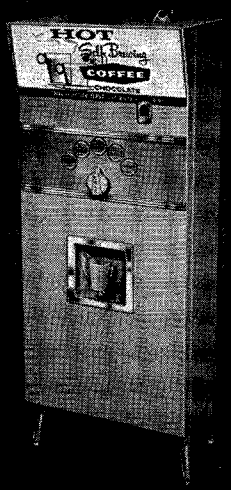


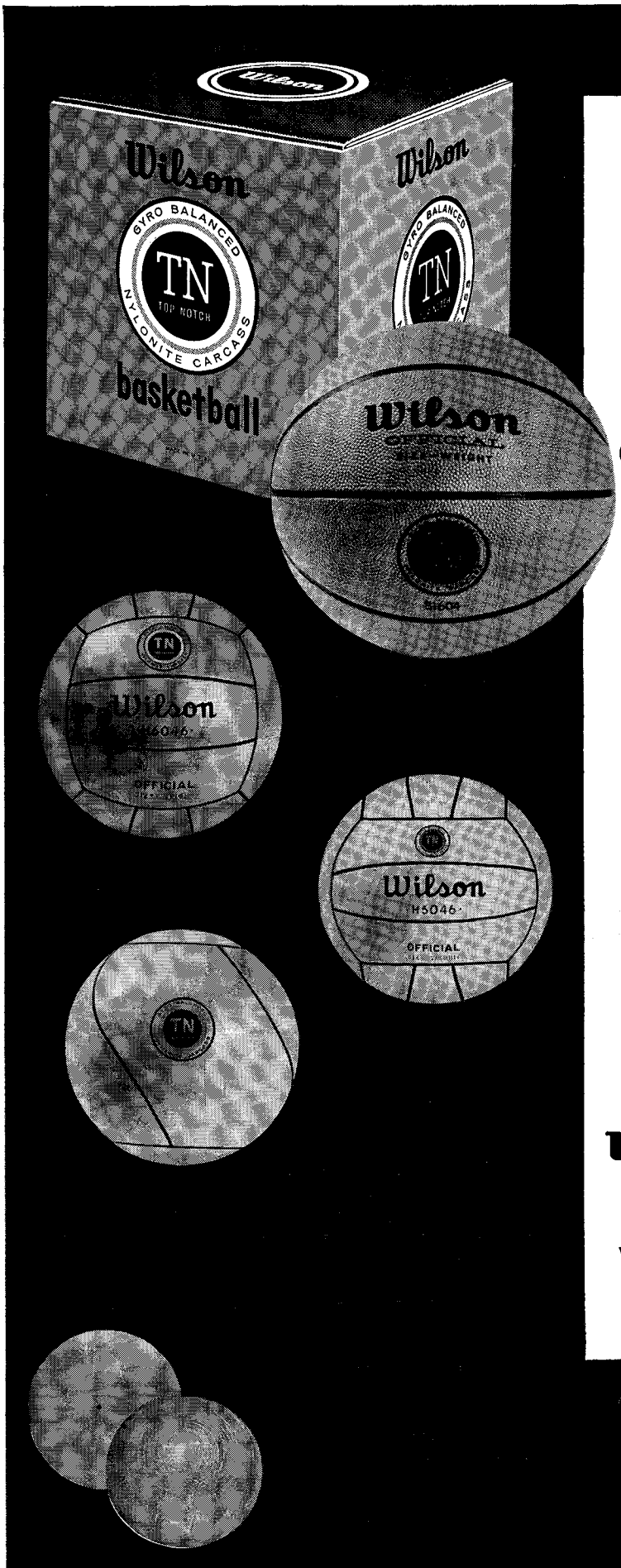












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National Industrial Recreation Association

MAY 22-25

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TOP MANAGEMENT SPEAKS:

SUCCESSFUL RECREATION PROGRAMS *spring from the individual* AND THE PHILOSOPHY OF A COMPANY



The scope of any company's recreational program is a reflection of individual attitudes. Usually a high degree of participation in recreational activities is evidence of a well-rounded program that appeals to the employee and the members of his family.

A successful activities program can be traced to the basic philosophy set forth by the management of a company. A sound management philosophy which creates job security, opportunity and self-expression often provides the impetus necessary for employees to seek social satisfaction above and beyond the job.

Individual loyalty to a company is derived from many factors, but the feeling of "belonging" comes from the recognition one receives on the job and by participating in the activities sponsored by the company. At The Chemstrand Corporation, we feel that friendships are made at work, and we know that these friendships are strengthened on the ball diamond, on the basketball court, at the bowling alley and at many other social gatherings.

At work and at play, Chemstrand men and women have demonstrated their esprit d' corps in many ways. Two months ago Chemstrand nylon plant employees exceeded their previous world's textile safety record of 17,106,185 safe man-hours, and in ten short years the name of Chemstrand has become analogous with quality and success throughout the textile world.

These outstanding accomplishments are just a few of the experiences that the employees of Chemstrand have shared together. We feel that a part of the success of our company has been a dividend of the recreational program established through the interest and efforts of the employees themselves.

Since the Chemstrand Employees Recreation Association was first formed in 1954, it has grown from a small group of charter members to approximately 4,000 active men and women who have enthusiastically inspired the recreational program to include activities undreamed of at that time.

The accomplishments of the Chemstrand Employees Recreation Association are becoming increasingly known throughout the world of industrial recreation, and we believe that the future will provide continued rewards that will contribute to the employees' sense of loyalty and feeling of participation.

Fred Gronemeyer

Vice President and Director
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MARCH 1960 Volume 3, No. 3

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IN APRIL R/M

BOATING SURVEY

To what extent and in what way have industrial recreation programs taken to the water as a result of the boating craze. The latest NIRA survey provides the answers.

PARADE OF HATS

Here's how Delco-Remy, Anderson, Ind., conducts its ever-popular Easter activity, "Parade de Chapeaux."

PICNIC SPECIAL

R/M runs the gamut on picnic games and events listing them in chart form with rules, type of equipment, space required and other data to assist you in planning this year's program.

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VENDING CONTRACTS ARE GOOD BUSINESS

For the benefit of location owner as well as operator, written contracts are necessary in today's complex business of automatic merchandising

Regardless of your present feelings on the subject, be prepared to sign a written contract covering any future vending installation at your plant.

This does not mean the day has already arrived when vending operators will demand written contracts at every location. It does mean, however, that the automatic merchandising industry has now generally accepted the contract as a necessity in today's complex business of multi-machine and full-line vending.

Previous vendor opposition to contracts has been overcome by the increased costs of equipment and of doing business. Add to this the small profit margin allowed operators on their large service and equipment investments, and the written contract becomes mandatory from their point of view.

A number of operators will flatly turn down new business if the location refuses to sign a contract. Many operators, however, will still drop contract demands if the objections of the location owner would result in losing the account.

Location owners have traditionally felt that a contract puts them at the mercy of the operator. They have the impression that, protected by a contract, the operator is free to "milk" the account, to provide poor service and maintenance while the location owner is powerless to act until the contract expires.

ARE LOCATION OBJECTIONS JUSTIFIED?

But how valid is this objection? Is it possible that a written contract can benefit the location owner as well as the operator?

First, most contracts written today contain 30-day cancellation clauses. Such clauses are actually dangerous to the operator, and in no way restrict the location owner in soliciting better offers. Even 60 and 90-day clauses offer little security to the full-line vendor who frequently must go heavily in debt to purchase equipment and pay installation costs.

To compensate for this disadvantage, some contracts are written with a provision for liquidating damages. Under such a clause, the party that breaks the contract must pay damages in the amount stipulated by the contract. These amounts have ranged from $100 to $25,000 depending, usually, on the size and sales volume of the installation.

While a substantial clause for liquidating damages makes the location owner think long and hard about cancelling out, it can also work to his advantage.

Secondly, experienced operators realize that, with or without a contract, the only way they can make a profit and keep the location is to provide good service and good food, and thereby satisfy the location owner.

Thirdly, it must be remembered that a contract, in its simplest definition, is an agreement between two parties to do, or refrain from doing, certain things. A verbal conversation may result in a contract, but enforcement can be very difficult. A verbal contract is the least desireable to both parties because it relies on the whims of human memory.

WHAT ADVANTAGES DOES A CONTRACT OFFER?

If these points are not sufficient to ease location owner qualms about "being tied down by a contract," then the following direct advantages of a written contract should:

No misunderstandings. The primary reason for any contract is to set down precisely what each party can and cannot do. As such, a good written contract will minimize the possibility of misunderstanding, fear and distrust by either party. The result will be increased good faith, an essential requirement for any successful business arrangement.

Records and accounting. A good contract requires the operator to maintain accurate records of all merchandise, collections, sales and inventories. It also authorizes the company to inspect these records to verify the accounts. This provision is an absolute necessity in any contract.

When high commissions granted by an operator in order to obtain the business begin to eat into his profits, or he needs a larger profit at one location to pay off losses at another, lack of vigilance by the location owner could tempt even the most astute operator.

As in any business transaction, regardless of the relationship, it is up to the buyer to keep the seller honest. When commissions are involved, this becomes imperative.

This article is based on a series of articles written by Herbert M. Beitel, legislative counsel for the National Automatic Merchandising Association and published by VEND magazine.

1960

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BASEBALL BATS

We make them RIGHT . . . Performance makes them FAMOUS.



125 GENUINE AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. Natural ash white finish. Turned from choice, open-air-seasoned white ash. Genuine autographed models of the twenty sluggers listed below comprise the No. 125 line. An assortment of not fewer than six different models is guaranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 27 pounds..... **Each $4.60**

MODELS:

Henry Aaron	Orlando Cepeda	Nelson Fox	Harvey Kuenn	Duke Snider
Richie Ashburn	Bob Cerv	Al Kaline	Mickey Mantle	Frank Thomas
Ernie Banks	Rocky Colavito	Harmon Killebrew	Ed Mathews	Gus Triandos
Yogi Berra	Joe Cunningham	Ted Kluszewski	Jackie Robinson	Ted Williams

125S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, Pony Baseball,** and other teen-age players. Listed below are the autographed models in the 125S group. An assortment of not fewer than six different models is guaranteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $4.60**

MODELS:

Henry Aaron	Rocky Colavito	Harvey Kuenn	Jackie Robinson
Richie Ashburn	Al Kaline	Mickey Mantle	Duke Snider
Yogi Berra	Harmon Killebrew	Ed Mathews	Ted Williams

43 ASH FUNGO. GENUINE LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each carton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds..... **Each $4.60**



125 EBONY FINISH—GENUINE AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. Turned from choice, open-air-seasoned timber. Rich ebony finish with gold branding. Six different models are guaranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 27 pounds..... **Each $4.60**



150 GRAND SLAM—Natural white finish. Turned from select northern white ash timber. Patterned after the original models of the famous sluggers whose names they bear. Six different models guaranteed to each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $3.60**

150S SPECIAL GRAND SLAM—(Not illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, Pony Baseball,** and other teen-age players. Six different models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds..... **Each $3.60**



140S SPECIAL POWER DRIVE. Natural white finish. Turned from fine white ash. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, Pony Baseball,** and other teen-age players. Six different models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 25 pounds. **Each $3.10**

Bats for PONY BASEBALL

Numbers 125S, 150S, 140S, and 130S (also the Junior and Little League numbers) are approved for PONY BASEBALL play. These numbers are particularly suitable for players of this age group.

Bats for BABE RUTH LEAGUE

Any baseball bat in the Louisville Slugger line not longer than 34" may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 150S, 140S, and 130S) are particularly suitable for players of this age group.

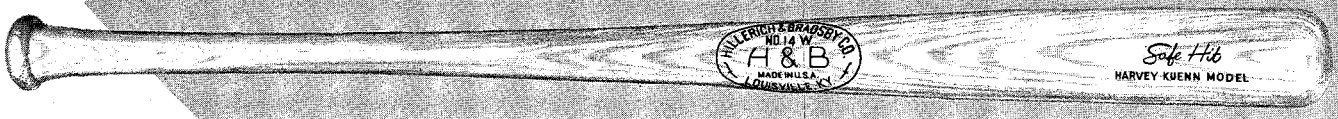
HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KENTUCKY

Also Makers of Grand Slam Golf Clubs

Printed in U.S.A.

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H & B BASEBALL BATS



14W SAFE HIT. Finished in natural ash white and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 32" to 35"; shipping weight, 26 pounds..... **Each $2.70**



11B BIG LEAGUER. Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 27 pounds..... **Each $2.30**



130S SPECIAL SAFE HIT. Turned from ash with rich dark maroon finish. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, Pony Baseball,** and other teen-age players. Six different models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 24 pounds..... **Each $2.30**



9 LEADER. Light brown finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight, 27 pounds..... **Each $1.80**

LITTLE LEAGUE AND JUNIOR BATS

Performance makes them Famous

LOUISVILLE SLUGGER BATS
HILLERICH & BRADSBY Co.
LOUISVILLE, KY.



125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Large-size junior bat. Turned from select, open-air-seasoned white ash and hickory. Each carton of one dozen contains approximately half with natural white finish and half with antique finish. Autographs of **Henry Aaron, Yogi Berra, Rocky Colavito, Nelson Fox, Mickey Mantle,** and **Ted Williams.** Packed 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 21 pounds ..... **Each $3.50**



125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER—EBONY FINISH. Large-size junior bat. Turned from select open-air-seasoned timber. Imprinted white tape grip. Autographs of **Henry Aaron, Yogi Berra, Rocky Colavito, Nelson Fox, Mickey Mantle,** and **Ted Williams.** Lengths, 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 22 pounds ..... **Each $3.10**



125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Medium-size junior bat. Turned from select open-air-seasoned ash. Approximately half of the 125J bats have natural finish as shown above; the other half have an ebony finish. Autographs of **Henry Aaron, Yogi Berra, Rocky Colavito, Nelson Fox, Mickey Mantle,** and **Ted Williams.** Lengths 3/29", 4/30", 3/31", and 2/32". Shipping weight, 20 pounds..... **Each $2.70**



JL LITTLE LEAGUE *"It's a Louisville."* Large-size junior bat with two-tone black barrel and white handle finish. Each bat contains the name of one of these famous hitters: **Henry Aaron, Yogi Berra, Rocky Colavito, Nelson Fox, Mickey Mantle,** and **Ted Williams.** Lengths 29" to 32". Shipping weight, 21 pounds..... **Each $2.30**



J2 LITTLE LEAGUE. Large-size junior bat. Light brown finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Yogi Berra, Rocky Colavito, Nelson Fox, Mickey Mantle,** and **Ted Williams.** Lengths 29" to 32". Shipping weight, 20 pounds..... **Each $1.80**

LOUISVILLE SLUGGER

Performance makes them Famous

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

SOFTBALL BATS



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—MODEL 12. For the consistent hitter, a small-barreled bat with gradual taper to small grip. Antique finish. Finest selection of second-growth ash and/or hickory. One dozen to carton, 6/33" and 6/34"; shipping weight, 24 pounds..... **Each $3.60**



125SP LOUISVILLE SLUGGER "SLOW-PITCH" SOFTBALL BAT—ASSORTED OFFICIAL MODELS. Designed for the rapidly expanding game of slow-pitch softball and the more experienced player preferring a bat with more heft. Antique finish hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 28 pounds..... **Each $3.25**



125W LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Assortment of popular models packed in carton of one dozen. Turned from select ash and/or hickory, and Powerized. Finished in natural ash-white. Lengths, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $3.25**



125B LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT. A splendid assortment of models that will meet requirements of the various types of hitters. Red maroon finish. Turned from select ash and/or hickory, and Powerized. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds. **Each $3.25**



125C LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—MODEL 8. "Fast-Swing" model for hitting fast pitching. Bottle-shaped large barrel that tapers quickly to small grip. Natural white finish. Turned from select ash and/or hickory, and Powerized. One dozen to carton, 6/31" and 6/32"; shipping weight, 24 pounds..... **Each $3.25**



250B LOUISVILLE SLUGGER "ROCKET" SOFTBALL BAT—ASSORTED OFFICIAL MODELS. A splendid variety of models—answers full team requirements. Ebony finish. Turned from select ash and/or hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 24 pounds..... **Each $3.25**



125T LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—MODEL 6. For heavy hitters—a bottle-shaped model with large barrel, tapering quickly to a medium grip. Natural white finish. Turned from select ash and Powerized. One dozen to carton, 6/33" and 6/34"; shipping weight, 24 pounds. **Each $3.25**



250C LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—MODEL 8. "Fast-Swing" model for hitting fast pitching. Bottle-shaped—large barrel that quickly tapers to small handle. Ebony finish. Turned from select ash and/or hickory and Powerized. Each carton, 6/31" and 6/32". Shipping weight, 25 pounds..... **Each $3.25**



125L LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—MODEL 1. For girl hitters. A small-barreled bat with gradual taper to a small grip. Natural white finish ash and Powerized. One dozen in carton, 33" lengths. Shipping weight, 20 pounds..... **Each $3.25**

LOUISVILLE SLUGGER and H & B SOFTBALL BATS



200A LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Supplied in assorted softball models. Finished in brown antique and Powerized. Turned from high-quality ash and/or hickory. One dozen to carton, 31" and 32" lengths; shipping weight, 22 pounds..... **Each $2.90**



102 LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Assorted popular softball models of first quality ash and hickory. Oil Tempered and finished in saddle brown. Packed one dozen to carton, 6/33" and 6/34"; shipping weight, 24 pounds..... **Each $2.90**



100SP LOUISVILLE SLUGGER SLOW-PITCH OFFICIAL SOFTBALL BAT. Turned from high quality ash and/or hickory and finished in medium brown. One dozen in carton, 6/31" and 6/32"; shipping weight, 24 pounds..... **Each $2.90**



100W LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Assorted popular softball models. Turned from high quality ash and/or hickory. Natural white finish and Oil Tempered. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $2.90**



56 *"It's a Louisville"* OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or hickory. Green zapon grip. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $2.20**



54 *"It's a Louisville"* OFFICIAL SOFTBALL BAT. Assorted models turned from ash and hickory. Brown finish and black zapon grip. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $2.20**



54C *"It's a Louisville"* OFFICIAL SOFTBALL BAT—Bottle-shaped "Fast Swing" model. Made of ash and hickory, with ebony brown finish. One dozen in carton, 6/31" and 6/32"; shipping weight, 24 pounds..... **Each $2.20**



54L *"It's a Louisville"* OFFICIAL GIRLS' MODEL. Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 19 pounds..... **Each $2.20**



52H OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory and finished in ebony. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.80**



51H OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory with maroon finish and gray zapon grip. Assorted models. One dozen to carton, 33" and 34" lengths; shipping weight 23 pounds..... **Each $1.70**



50 OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight 22 pounds..... **Each $1.30**

In Softball as in Baseball... One Trademark stands Supreme

Compensation. A contract sets down the exact amount of commission the location owner is to receive on each product vended. In full-line vending it is important to establish these figures clearly since the rate of commission can vary greatly between different products.

Liability and insurance. The contract holds the operator responsible to indemnify and hold the company harmless against all claims, loss or liability arising from damage to property or injury or death to persons occurring because of the operation, maintenance, lack of maintenance or installation of vending machines.

It requires the operator to carry workman's compensation insurance and product liability and property damage insurance within specified limits.

In this same provision the location owner should agree to cover the losses from damage to equipment, theft of money or merchandise resulting from negligence or malicousness of the company's employees. This is only proper since the operator has no control or jurisdiction over the location owner's employees.

Third party beneficiary. When receipts from vending operations are given by the company to an employee group or a special fund, the recipient should be designated in the contract. The company may still want to retain control over the accounting procedures or may turn this over to the third party as beneficiary. If the detailed accounting and checking is to be assumed by the beneficiary, then the record keeping and access provisions should be changed to reflect this.

Services furnished. Here are spelled out some important agreements. The operator states in broad terms the services he is to maintain and most of his responsibilities in connection with furnishing such services.

The contract guarantees compliance with sanitation standards and pure food laws. The operator should agree to install additional machines, at no cost, if consumption merits increased installations. He promises to keep the machines supplied with sufficient amounts of food and beverage and guarantees its quality.

Some locations give the operator control over the prices and size of portions sold while the operator assures that both will be reasonable.

Other locations require that prices and/or portions be spelled out. This, of course, gives the company better control, but, at the same time, could make the contract too inflexible. In the event of price, tax and license increases, this provision might require many contract revisions.

Entire agreement. This clause in a contract prevents changes or informal modifications that could undermine the entire contract. It provides that no modifications or waivers are valid unless made in writing. An "alterations" clause in the contract provides that no changes can be made without the approval of both parties.

In addition, a contract clearly establishes responsibility in such other important areas as maintenance, payment of taxes, sanitation, janitorial services (the company's responsibility), service connnections and the conduct of the operator's personnel.

The contract establishes title to equipment and states rules by which to settle disputes.

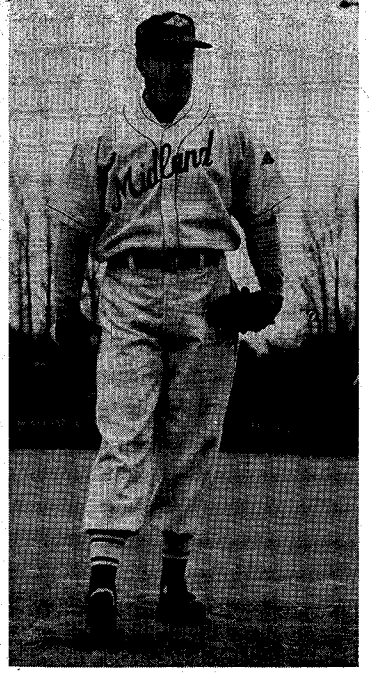
A GOOD CONTRACT IS A GOOD FRIEND

Some of the opposition to contracts can undoubtedly be traced to poorly drawn contracts that have created serious trouble. Proper drafting is essential. Carefully written, a contract is a good friend; poorly drawn it can become a vicious enemy. A local attorney should always be consulted in preparing a contract form.

Sample vending contracts are available from NIRA, and an example of a full-line vending agreement will be carried in the March issue of the NIRA Newsletter. Obviously, however, such a contract cannot provide for all possible situations. While it serves as a good guide, effective contracts must reflect the specific needs of the particular location owner and operator, and local tax and license requirements.



OUTSTANDING EXAMPLE of a full-line vending installation in a company cafeteria is this layout in the new headquarters building of KW-Dart Truck Co., Kansas City, Mo. The wide panel above the venders illustrates truck models through the years. This restful room is decorated in shades of blue, spicewood and beige.



PERFECTION in softball equipment selection is personified by Al Linde, softball Hall of Fame pitcher for The Dow Chemical Co., Midland, Mich.

HOW TO BUY SOFTBALL UNIFORMS

Efficient equipment selection depends on the purchaser's ability to follow these six guide rules for sound buying

Veteran sporting goods salesmen will tell you experience is the key to buying team athletic equipment.

Unfortunately, this is the hard and often painful way to learn how to get the most for your equipment dollar. Years of trial and error are often wasted before an individual buyer comes up with his own effective system for selecting equipment.

Luckily, we can profit from their experience. The Athletic Goods Manufacturers Association; drawing on the knowledge of manufacturers, dealers and consumers; has found that, while every buyer uses his own formula, they all cover the same basic points.

Outlined below are six general categories that the buyer usually keeps in mind when selecting equipment.

1. Design and material. These two tests of sports equipment go hand in hand: design must be practical; material must be thoroughly serviceable.

Be skeptical of dressed up items that sacrifice basic design and playability for eye-appeal. The extras and frills may serve no functional purpose, but you pay for them.

Full cuts and honest sizing in all athletic clothing should be checked.

Material standards are the most difficult to analyze without technical assistance and considerable experience. Don't be hesitant to try new materials since they usually are improvements over older products.

Buyers who want additional counsel on fabrics, other than that of the manufacturer or dealer, have found it worth their time to consult a clothing dealer, the buyer of yarn goods at a department store and a dry cleaner.

2. Utility and cost of maintenance. Equipment should be purchased on the basis of utility. It should meet specific game and safety needs. Consider these requirements: (1) do the extras on the equipment make it difficult to maintain, (2) will the equipment clean up easily, (3) does

UNIFORM SIZING CHARTS

Men's Softball Uniforms

KNIT SHIRTS

Softball shirts are made to actual size. A size 38 shirt will fit a player with a 38 inch chest. Extra length shirts should be ordered for unusually tall players.

Shirt Size		34	36	38	40	42	44	46
Quantity	12	1	2	4	4	1		
	15	1	2	5	5	2		
	18	2	3	5	5	3		

FABRIC PANTS

Softball pants should be ordered to actual size, or one size larger if a loose fitting pant is preferred.

Pant Size		28	30	32	34	36	38	40
Quantity	12		1	2	4	4	1	
	15		1	3	5	5	1	
	18		1	4	6	5	2	

Boys' Baseball Uniforms

YOUTH'S UNIFORMS

Shirt Size		32	34	36	38	40
Pant Size		28	30	32	34	36
Quantity	15	1	4	5	4	1
	20	2	5	6	5	2

Always order baseball uniforms one size larger than actual chest and waist measurements to assure ample fullness.

BOYS' UNIFORMS

Age		8	10	12	14	16
Shirt Size		26	28	30	32	34
Pant Size		25	26	27	28	30
Quantity	15	1	3	4	4	3

This sizing guide was prepared by the Athletic Goods Manufacturers Association to aid both in buying quantity lots for a team and in ordering equipment for specific players. Similar information is available on other sports.

the equipment have to be repaired and reconditioned after normal use?

3. Safety factor in protective equipment. In most protective equipment, the first consideration must be safety for the wearer. Price and other factors are secondary. Set minimum safety standards for all the equipment you buy. Then make sure you buy more than meets these requirements.

4. Quality and workmanship. There is no substitute for quality. However, quality does not necessarily mean the most expensive piece of equipment. What the buyer looks for is the consistency of quality in a line of products, whether it is fabric, leather or plastic.

First determine the quality you want in an item, then attack the problem of how much you should pay for it.

To most buyers, workmanship is the most important feature of any piece of equipment. Regardless of design and material, the item lacks quality if it is not expertly manufactured.

It is not uncommon for a buyer to purchase a single item from a quantity which he later intends to buy. He then compares the item with what is presently used.

5. Source of supply. Buyers expect merchandise that measures up to the standards discussed above. These standards must be solidly backed with proven reputation for sound business policies, and that's something which can only be obtained by dealing with reputable salesmen, dealers and distributors.

How can you know who are "reputable" dealers? He will show samples on request. He will show you a variety of items from which to make your selections. He will service his account.

6. Price. Price is usually the last thing a buyer considers. He knows, that in order to buy economically, all the other standards must be judged first. Only then can the true value of a product be determined.

Although high price does not always mean high quality, in athletic equipment this is quite likely to be true. Generally, you get what you pay for.

One buyer aptly summed up the question of price when he remarked, "I remember quality long after I've forgotten price."

Don't take chances with un-tested low-cost equipment. Never buy on the factor of price alone.

Efficient equipment selection depends on your ability to translate these guide rules into action. Most buyers, however, admit that they are not experts on all six categories. They must depend on the salesman in many instances to satisfy them on product details.

Even with mastery over these six rules plus the counsel of a trusted salesman, you must still tackle a big problem: sizing.

In a few months, your company softball season will open. Through careful planning, you may already know the exact number of teams that will take the field.

Chances are, however, that you won't have a list of all players until shortly before the first game. How then, can you order uniforms that fit?

To ease this burden, sporting goods manufacturers made a national study of size requirements. That portion of the study pertaining to men's softball and boys' baseball uniforms is reproduced here to help you determine the uniform requirements of company sponsored teams.

The Sizing Guide can also be used to order equipment for the individual player and outlines special features of each equipment item.

This article is based on the booklet, "How To Budget, Select, and Order Athletic Equipment," published by the Athletic Goods Manufacturers Assn. and additional information made available by Wilson Sporting Goods Co.

Baseball Caps

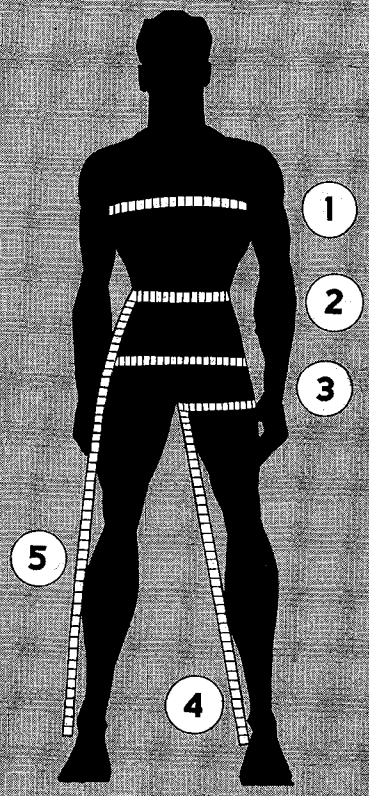
Baseball (softball) caps are ordered actual size. Relationship between head measurement, cap size and team requirements are shown below:

Head Measurement	Size	Boys	Youth	Men
20 7/16	6 1/2	1	0	0
20 13/16	6 5/8	1	1	0
21 3/16	6 3/4	2	2	0
21 9/16	6 7/8	3	3	1
22	7	4	5	4
22 3/8	7 1/8	2	2	6
22 3/4	7 1/4	1	1	4
23 3/16	7 3/8	1	1	2
23 9/16	7 1/2	0	0	1

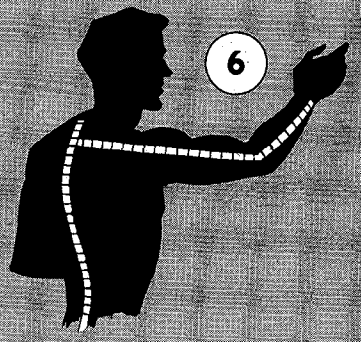
Boys and youth requirements based on quantity of 15, men on 18.

HOW TO MEASURE

1. **CHEST.** Be sure the tape is snug under the arms and over the shoulder blades.
2. **WAIST.** Place the tape above the hips and around waist like a belt.



3. **HIPS.** Measure around the widest part.
4. **INSEAM.** Measure inseam from close up the crotch to top of the heel of the shoe when full-length pants are ordered. For baseball style pants, check on the measurement recommendations of the manufacturer of the clothing you select.
5. **OUTSEAM.** Measure from the waistline to top of heel of shoe for full-length pants. For shorter pants check manufacturer's recommendations.



6. **SLEEVE.** Take measurements from center of back over elbow to wrist. Keep elbow bent, straight out from shoulder.

HEAD. (Not shown in diagram). The tape should run across forehead about 1½ inches above eyebrows and back around the large part of the head.

AIR CARRIERS COMPLETE TRAVEL CHECKLIST

Airline members of NIRA Travel Council set up specifications for group air movements

The air transportation section of the NIRA Travel Service Checklist has been completed and approved by a special committee of NIRA airline members.

With the addition of a section covering the land portion of employee group tours, which is still in preparation, the completed Checklist will aid industrial recreation directors in negotiating with carriers and tour operators for employee tour arrangements.

As a yardstick of ethical conduct to guide directors in judging competitive travel bids, the Checklist will take the guesswork out of tour planning, and give directors a positive basis for determining quality of travel service as well as quantity.

The air transportation section covers all essential planning areas as well as little known, but vital, technical points. It is broken down into the following subdivisions:

1. Equipment (type of aircraft and its features)
2. Configuration (passenger accommodations)
3. Meal service
4. Bar service
5. Baggage allowance (may vary greatly)
6. Intermediate stops and delays enroute
7. Proposed departure and arrival times
8. Tariffs (and basis for computing charter rates)
9. Contractural obligations (deposits, cancellation)
10. Insurance coverage of passengers
11. Documentation and fees (inoculation, passports, head taxes, customs fees, etc.)
12. Eligibility for charter carriage (CAB regulations)

In short, the Checklist provides the director with every important question he should ask each carrier bidding for the tour. After he has weighed and evaluated the various answers to these questions, he is then in a position to judge price.

AID TO JUDGING QUALITY OF TRAVEL SERVICE

Such a qualitative analysis of each travel bid cannot be over-emphasized. Travel is essentially a service, an intangible commodity that is difficult to evaluate. A cursory examination of the product is not sufficient to determine the value received for the price quoted.

One of the most important points covered by the Checklist concerns contractural obligations of the employee group to the carrier. Since individual contracts of the carriers vary, the recreation director should clarify the requirements with regard to deposits and cancellation penalties, and whether or not, in the event of a lower rate charged to the carrier after the contract has been signed, the employee group would receive a refund.

Most major carriers would be governed by the rate in effect at the time the charter operates.

Another important phase in evaluating competitive bids involves payment of passenger expenses resulting from lay-overs enroute due to weather or mechanical difficulties. Most major carriers will assume these expenses.

The checklist also alerts the director to the importance of administrative details such as personal documentation and public health requirements. Any passenger checking in for departure without satisfying these requirements can be refused carriage by the airline without recourse and, in the case of a charter flight, without refund.

CLEAR-CUT LIST OF CHARTER COSTS

The usefulness of the Checklist is greatly enhanced by a clear-cut listing of what expenses are, and are NOT included in the charter price by all reputable carriers.

The recreation director should expect the following charges to be included in the charter cost and not borne by individual passengers as an additional assessment:

- Equipment
- Food
- Liquor
- Baggage up to a specified allowance
- Insurance up to $8,000 per passenger
- Layover expenses in connection with involuntary delays enroute
- Charges including customs, immigration and public health clearances
- Servicing and aircraft handling charges

Charges not included in the charter price by reputable major carriers are:

- Transfers of passengers and baggage except in connection with involuntary lay-overs
- Cost of personal documentation requirements
- Cost of airport head taxes or tourist taxes

The development of the Checklist is a joint project undertaken by the NIRA Board of Directors and the NIRA Travel Council. Upon the completion of the tour operator's section, the Checklist will be submitted to the Board of Directors for approval and endorsement.

Subsequently, the Checklist will be sent to all NIRA members. Together with the "Let's Talk Travel" brochure, which outlines the steps in organizing an employee travel club, and the CAB's definition of charter regulations (R/M, Sept. 1959, page 14), the Checklist will comprise a complete package for operating travel programs.

AIRLINE CHECKLIST COMMITTEE

The following members of the NIRA Travel Council formulated the air transportation section of the NIRA Travel Service Checklist

Carrier Representatives:

ALASKA AIRLINES	Alvin C. Schweizer
PAN AMERICAN WORLD AIRWAYS	Phil Seifert
TRANS WORLD AIRLINES	Herb Lynn
SABENA BELGIAN WORLD AIRLINES	Jan Yones

NIRA Representative

REPUBLIC AVIATION CORPORATION	Oskar Frowein

Other carrier members: KLM Royal Dutch Airlines and United States Overseas Airlines, Inc.



EXAMPLE OF PHOTOS which will be entered in NIRA's camera contest is this honorable mention winner in the animal division of a contest held by the White Cap Company.

NIRA Camera Contest

Amateur shutterbugs shoot for trip to Mexico, other prizes in NIRA's employee photo contest

One week's vacation for two in Mexico City awaits the winner of the first annual Employee Photo Contest sponsored by the National Industrial Recreation Association.

Running for the full calendar year of 1960, the contest is open to any amateur photographer of a NIRA member company. His family members are also eligible.

Each contestant may submit as many entries as he desires in either or both contest classifications: Open and Recreation. The Open Division places no restrictions on photo subjects. Photos entered in the Recreation Division must have been taken of some phase of the employee's company recreation program.

The Mexico City trip which will be awarded to the winner of the Open Division includes expenses for air transportation to and from the air terminal nearest the winner's home, and covers meals, lodging and sightseeing in Mexico City. Travel arrangements have been made through Happiness Travel Service, Chicago.

Winning photo in the Recreation Division will appear on the cover of the March 1961 issue of RECREATION MANAGEMENT. In addition the Recreation winner will receive $25. value in his choice of photo equipment or supplies.

ADDITIONAL AWARDS TO WINNER'S CLUB

Other awards for the second through fifth place selections in each classification will consist of the latest in camera equipment, supplies and accessories. Still more prizes will be awarded to the winner's camera club.

Only black and white photos no larger than 10 inches in their longest dimension will be accepted, and no artwork or retouching on the print or negative is allowed.

There is no entry fee or official entry form. Merely print the entrant's name, address, name of company and recreation director on the back of each photo.

Complete contest rules appeared in Feb. 1960 R/M, page 10, and will be published in the next NIRA Newsletter.

Las Vegas Luxury at Economy Prices!

AT THE

STARDUST

WORLD'S LARGEST RESORT HOTEL!

UNSURPASSED MEETING FACILITIES FOR 10 to 1200 PERSONS...13 Meeting Areas & Private Conference Rooms • 2 Giant Stages for Showmanship Demonstrations • Exhibitors Gallery

FUN 'ROUND THE CLOCK...2 Olympic-size Pools • Smart Shops • Stellar Entertainment in the Stardust Lounge • All the Excitement of Las Vegas

SUPERB FOOD...Four Delightful Dining Areas • 24-Hour Service.

Ask about Stardust PACKAGE TOUR $26 . . . 3 Days, 2 Nights

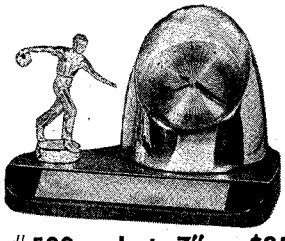
1295 DELUXE ROOMS & SUITES
800 ROOMS from $7 to $13
At-Your-Door Parking

On Stage!
The World's Greatest Floorshow!
LE LIDO DE PARIS
Revue of 1960

PHONE, WIRE, OR WRITE FOR RESERVATIONS

STARDUST Hotel
LAS VEGAS, NEVADA

BOWLING TROPHIES AND AWARDS



Ideal Sponsors award or High Average award. Rich chrome finished electric clock—black dial—gold numerals—red second hand—110 volt AC. Take up reel in base conceals unused cord. Mounted on hand-rubbed ebony base with silver figure—most modern award available today.

#500 — hgt. 7" — $35 (with transistor clock — $45)

40 years experience in Trophies, Plaques, Gifts, Prizes.—Complete line of bowling awards—Specialists in trophies of all kinds. League quantity prices.

Send for free catalog! Dept. RM

EDWIN W. LANE CO. 32 W. RANDOLPH ST. CHICAGO 1, ILL.

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.

INDUSTRY BOWLERS ROLL-OFF AT CANTON

Timken Roller Bearing, NIRA, co-sponsor 13th annual National Industrial Bowling Tournament in Canton, Ohio, March 26-27

Sixty company teams and 300 truly amateur bowlers will roll-off March 26 and 27 for industry's national bowling championship.

To be held at Canton Recreation Lanes, Canton, Ohio, the 13th running of this annual, industry-only event is open to any team whose bowlers are bona fide employees of the company they represent.

60 TEAM LIMIT

Entry deadline has been set at March 11, but the field will be cut off as soon as 60 teams have signed up.

Companies which have not yet received the official entry form may obtain one by writing: Hal Richter, Recreation Dept., Timken Roller Bearing Company, 1835 Dueber Ave., S. W., Canton 6, Ohio.

As in the past, each company location may enter two teams. Also, to equalize competition between large and small companies, team averages may not exceed 940. There are no restrictions on individual averages.

The entry fee of $38.25 per team is broken down to cover tournament costs as follows:

Bowling fee—$22.50
Prizes and trophies—$12.00
Administration—$3.75

In addition, tournament co-sponsor, Timken Roller Bearing, will give each bowler $2.00 in tickets which can be redeemed for food and beverages.

Team and individual champions will be showered with a liberal distribution of trophies and merchandise awards.

For the second year, the Whirlpool Corp. will present a combination washer-dryer to the individual who rolls the highest nine game total.

The winning team will receive the handsome Briggs Rotating Trophy plus individual awards, and the other top five teams will receive awards.

In addition, individual trophies will be presented for the top three single game, three game and nine game scores.

Sanctioned by the American Bowling Congress, the tournament requires all male entrants to be ABC members and to present their membership cards prior to their scheduled bowling time. Each team will roll nine games across six lanes (three games on each pair of lanes).

Originated in 1948 by the Goodyear Tire & Rubber Co., the National Industrial Bowling Tournament is sponsored by a different company each year. In 1959, the event was hosted by the Whirlpool Corp., St. Joseph, Mich.

Defending champion Auto Specialties Corp. of St. Joe put together a nine game total of 8696 for a 117 pin lead over runner-up Firestone Tire & Rubber Co. of Akron, Ohio.

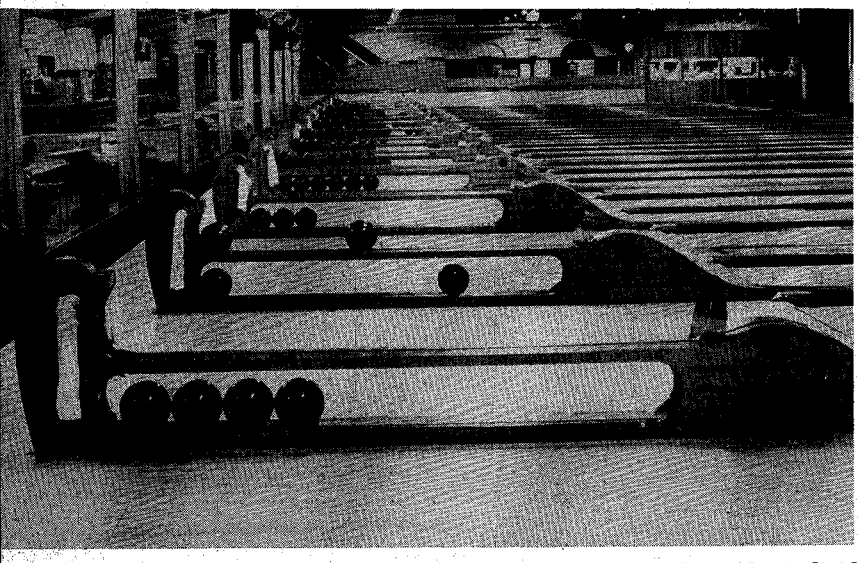
In a tight, three-way race for individual honors, George Jelinek, Eaton Mfg. Co., Cleveland, Ohio, won in the last frame with a nine-game 1868 pin total.

For the first time, this year's meet will be co-sponsored by the National Industrial Recreation Association with NIRA Regional Director Earl Schreiber, also Timken's recreation director, supervising activities.

NATIONAL REPRESENTATION

Early entries from New York and Florida teams give promise that the 1960 event will be truly national in scope. Normally, representation has been primarily restricted to Ohio, Indiana, Michigan and other Midwestern States.

Site of this year's meet, Canton Recreation, boasts 30 of the finest, fully automatic lanes in Ohio, with adequate parking and checking facilities available.



EMPTY LANES at Canton Recreation will come to life March 26-27 for the National Industrial Bowling Tourney.



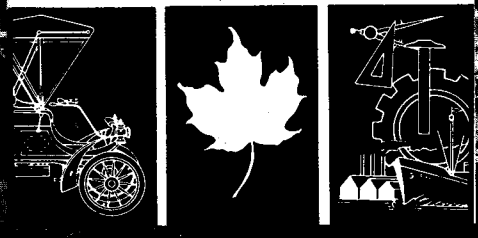
TOP PRIZE to the individual who rolls the highest nine game total is this Whirlpool Combination, valued at $589.95 retail. Here, last year's winner George Jelinek accepts the washer-dryer from Whirlpool's Steve Wendelken.



REGISTER in ADVANCE for NIRA'S 19th ANNUAL CONFERENCE and EXHIBIT

MAY 22-25, 1960

Sheraton-Cadillac Hotel
Detroit, Michigan



1 PANEL SESSIONS

2 KEY SPEAKERS

3 SPECIAL ACTIVITIES

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
NIRA

the only national conference and exhibit on industrial recreation

Program OUTLINE

19th ANNUAL NIRA CONFERENCE and EXHIBIT MAY 22-23-24-25, 1960

Time	Sunday, May 22	Monday, May 23	Tuesday, May 24	Wednesday, May 24
8:30 a.m.	Church Services	Exhibit Hall Opens	Exhibit Hall Opens	Exhibit Hall Opens
9:00 a.m.	Church Services	General Session Official Welcome International Welcome Music In Industry	Panel Sessions 1. How to Evaluate Your Vending Program 2. Recreation Responsibilities in Pre-Retirement Planning 3. Recreation Facilities for the Small Company 4. City Industrial Recreation Council Clinic	Panel Sessions 1. Travel Service Checklist 2. My Problem Is (quiz)
10:30 a.m.	Registration	Exhibits	Exhibits	Exhibit Hall Closes
Noon	Exhibit Hall Opens	NIRA Luncheon Franklin L. Orth, NRA "Industry—Top Gun in New Leisure Age"	General Motors Luncheon Dr. R. C. S. Young (speaker)	Past Presidents Award Lunch Helms Award NIRA Tournament Awards
2:00 p.m.	Opening Session Duffy Daughterty, MSU Coach Michigan Bell Children's Chorus	Buses leave for tour of Ford Motor Company	Exhibits	Register for voting
3:00 p.m.	Exhibits	Ford Assembly Line	Recreation in Specific Industries	Annual Meeting
4:30 p.m.	Panel Sessions 1. Recreation Programs for Companies with under 2,000 Employees 2. Better Bowling for Industry 3. Team and Program Insurance	Ford Tour	1. Heavy Manufacturing 2. Food and Drug 3. Oil, Steel, Non-Ferrous Metal 4. Chemical, Textile 5. Electronics, Communications 6. Non-Manufacturing	Election of Officers
6:00 p.m.	Exhibit Hall Closes	Reception—Ford Rotunda	Exhibits close	Buses leave for Canadian Tou
7:00 p.m.	Welcome Reception (German Band)	Dinner—Ford Central Office Building, Ford Chorus	Dinner (open)	Royal Canadian Mounted Polic Essex Ct. Scottish Bagpipers
8:30 p.m.	Chevrolet Glee Club	Buses return to hotel Regional Caucuses	Tigers vs. Yankees (optional)	NIRA Banquet and Floor Sho Elmwood Casino, Windsor

Wives PROGRAM

	Morning	Afternoon	Evening
Sun.	Registration	Welcome, general session	NIRA Reception
Mon.	Greenfield Village	Ford Tour	Ford Dinner
Tue.	Open	Det. Edison Boat Club	Open
Wed.	Card Party	Luncheon, fashion show	NIRA Banquet

Register in advance

DEADLINE FOR ADVANCE REGISTRATIONS — MAY 1

- For best accommodations
- Time saver on opening day
- Listing in the conference directory (it helps us and it helps you!)

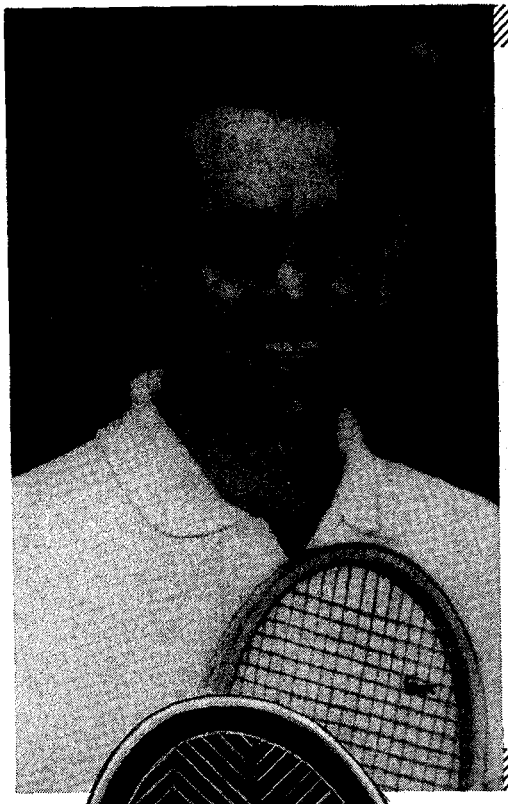
REGISTRATION FEES:

NIRA Members (Company and Branch) $40.00
Non-members of NIRA $50.00
Wives (members and non-members) $20.00
(make checks payable to the National Industrial Recreation Assn.)

YOUR REGISTRATION INCLUDES:

- Sunday Reception
- Monday NIRA Luncheon
- Monday Ford tour and Dinner
- Tuesday General Motors Luncheon
- Wednesday NIRA Luncheon
- NIRA Banquet & Floor Show
- Conference Program
- Conference Proceedings
- Registration Badge
- Door Prizes

MAIL TODAY: Your reservation card and check. Your choice of hotel accommodations.

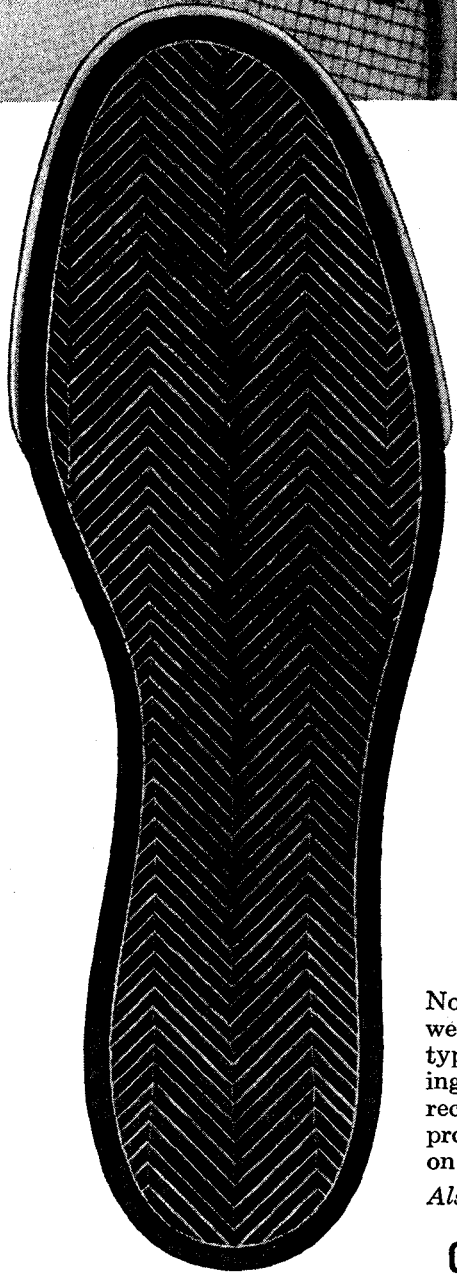


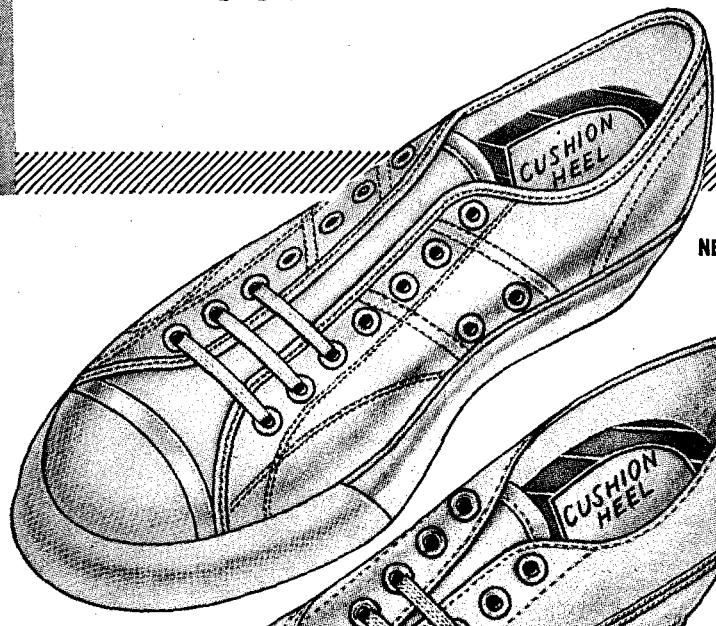
JACK KRAMER

wears and recommends

CONVERSE

Tennis Shoes





NET STAR



SKIDGRIP

CONVERSE
GRIP SOLE
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SHOES

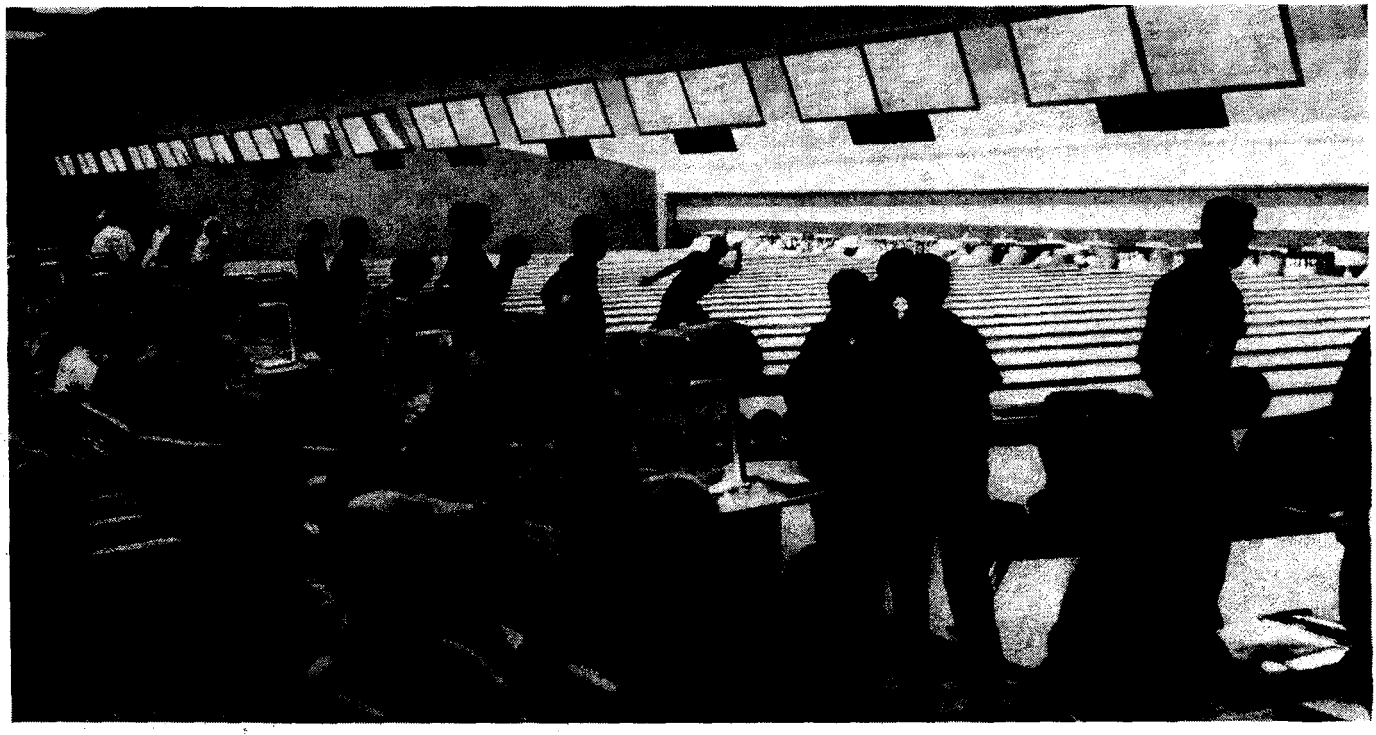
No one knows tennis better than Jack Kramer. He chooses the new, longer wearing, Converse "Grip" Sole for its positive, skidproof traction on every type of playing surface . . . including grass, polished and damp courts. Stressing the value of faultless footwork at tennis clinics everywhere, Jack Kramer recommends the shoes *he* wears — Converse! Look for the newest favorite of professionals and amateur players . . . the blue colored, molded "Grip" Sole on Converse NET STAR and SKIDGRIP tennis shoes.

Also ideal for boating . . . this self-cleaning, new sole will not slip on wet boat decks.

CONVERSE RUBBER COMPANY MALDEN 48, MASSACHUSETTS

SUMMER BOWLING LEAGUES

Cool off "Heat Tensions"... keep employees active and alert!



MODERN, FULLY AIR-CONDITIONED bowling centers provide an ideal summer recreation outlet—*at minimum cost to the company!* Make bowling the backbone of your *summer program* and combat the morale-sag during hot, sticky, summer months when tensions and tempers rise.

STRIKINGLY FRESH AND COOL! Today's modern bowling center is designed by the world's top experts to provide fun and enjoyment for company bowling leagues.

BOWLING—AMERICA'S FAVORITE PARTICIPATION SPORT! Your employees will find the same enjoyable pleasures in *summer leagues* that they already are finding in winter leagues! Bowling is *fun for everyone!* From the first line, men and women can relax and enjoy bowling . . . even *without* special skills or dexterity.

EASILY ORGANIZED! If you are new at bowling league organization, or want help to make your league better, you can obtain free, detailed information on every phase of setting up teams or leagues. *Your local bowling center will gladly help. Or you can write directly to The Brunswick-Balke-Collender Company, Industrial Bowling Department, 623 South Wabash Avenue, Chicago 5, Illinois.*

It's not too late to organize a summer league, so get it started today! Summer or winter, for company sponsorship, bowling is the least expensive of all top participation sports.

BRUNSWICK

The No. 1 Name in Bowling

ATLAS

ATLAS 90 MEN'S IRONS

The stainless head features a power-behind-the-ball oval back design. Low in the heel and high at the toe, the blade is today's concept of the long-popular Scotch type. Furnished with the new ATLAS standard flex* shaft, and Rib Guide leather grip—spiral grooved and perforated.

Available also in left-hand, but with LEVELUME chrome-plated head—not stainless—with concave Arch Flange back.

**Available also in 39" length with stiff ATLAS shaft—and grip slightly larger than standard.*

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$198.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	176.00
Set of 5 (3, 5, 7, 9, Putter)	110.00
Individual clubs including Putter, Pitching Wedge, Wedge	22.00

ATLAS 90C MEN'S IRONS

Identical to ATLAS 90 except head is fine carbon steel—not stainless—and LEVELUME plated.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$180.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	160.00
Set of 5 (3, 5, 7, 9, Putter)	100.00
Individual clubs including Putter, Pitching Wedge, Wedge	20.00

ATLAS 95 MEN'S WOODS

The gracefully designed head is large with a deep face. Finished Walnut and embellished by a plastic back (except No. 5 wood which has brass back) and fibre face insert. Has H&B's own ATLAS standard flex* shaft, with its uniform action and dependable performance. Rib Guide grip is two-tone leather —spiral grooved and perforated.

ATLAS 95 available also in left-hand, but without plastic back. (No. 5 wood not available).

**Available also in 43½" length with stiff ATLAS shaft and with grip slightly larger than standard.*

Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5)	$145.00
Set of 4 (Driver, Brassie, Spoon, Cleek)	116.00
Set of 3 (Driver, Brassie, Spoon)	87.00
Individual clubs	29.00

GRAND SLAM Golf Clubs

PERSIMMON HEAD—Known for driving the ball farther and truer, the head is made of only genuine persimmon—the finest wood for golf clubs. The persimmon head is [illegible]

[illegible] Rib Guide feature is spiral-grooved and perforated.

THOR

THOR 85 MEN'S WOODS

The deep-faced, powerful Persimmon head of THOR 85 is a splendid example of modern design. The shaft is the THOR pattern, noted for its fine quality and "feel". Fine leather grip with built-in Rib Guide feature is spiral-grooved and perforated.

Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5)	$110.00
Set of 4 (Driver, Brassie, Spoon, Cleek)	88.00
Set of 3 (Driver, Brassie, Spoon)	66.00
Individual clubs	22.00

THOR 80 MEN'S IRONS

Head is LEVELUME plated and has the new heavy Crescent Flange back—designed to get the ball up quickly. The THOR pattern shaft is noted for its fine quality and "feel". Grip is spiral-grooved leather with built-in Rib Guide feature.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$135.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	120.00
Set of 5 (3, 5, 7, 9, Putter)	75.00
Individual clubs including Putter, Pitching Wedge, Wedge	15.00

THOR AND VENUS MODELS HAVE SAME HEAD STYLING AND FINISH

VENUS

VENUS 65 LADIES' WOODS

Persimmon head has medium deep face. The No. 5 wood has a brass back. Shaft is the THOR pattern—Ladies' flex—noted for its fine quality and action. Leather spiral-grooved grip has built-in Rib Guide feature. Available also in left-hand except for the No. 5 wood.

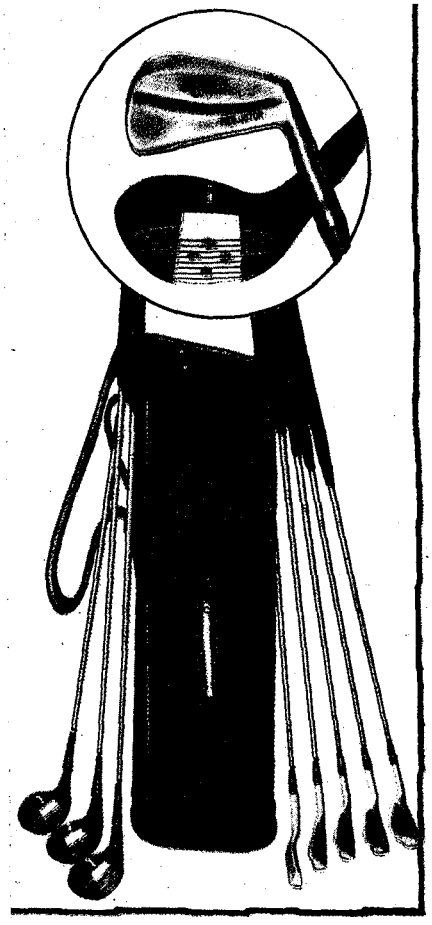
Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5 Wood)	$110.00
Set of 4 (Driver, Brassie, Spoon, Cleek)	88.00
Set of 3 (Driver, Brassie, Spoon)	66.00
Individual clubs	22.00

VENUS 60 LADIES' IRONS

Combines all the qualities essential to a truly fine iron. The LEVELUME-plated head has the new, heavy Crescent Flange back—designed to get the ball up quickly. Shaft is the THOR pattern, Ladies' flex. Fine leather grip with built-in Rib Guide feature. Available also in left-hand—with concave Arch Flange.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$135.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	120.00
Set of 5 (3, 5, 7, 9, Putter)	75.00
Individual clubs including Putter, Wedge	15.00

HILLERICH & BRADSBY CO. INC., LOUISVILLE, KY. Made by the Makers of Famous Louisville Slugger Bats



JUNIOR OUTFIT

Composed of Brassie, No. 3 iron, No. 5 iron, Putter, and bag. No other combination of Junior items is available in this outfit $44.00

JUNIOR GRAND SLAMS

Junior Grand Slams are of excellent quality and construction and are designed especially to meet the particular requirements of young golfers. RIGHT HAND ONLY.

Woods have genuine Persimmon heads of medium size and depth. Special Junior shaft. Attractive Mahogany metallic finish with red Rib Lock grip.

Set of 3 WOODS (Driver 39", Brassie 38½", Spoon 38") $39.00
Individual clubs 13.00

Iron heads are LEVELUME plated with Pyramid Flange back. Special Junior shaft with Rib Lock grip.

Set of 5 IRONS (3-35", 5-34", 7-33", 9-32½", Putter-31½") $45.00
Individual clubs 9.00

LENGTHS OF ALL MODELS • Men's woods based on 42½" and 43" driver, except MARS 75 and left hand woods, which are available in 43" only. Ladies' woods are based on 41½" driver. Men's irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.

MARS 75 MEN'S WOODS

Turned from genuine air-seasoned Persimmon, the large, strong head of MARS 75 has an attractive Mahogany metallic finish. Equipped with the MARS shaft, and two-tone red-and-black leather Rib Guide grip. Available also in left-hand.

Set of 4 (Driver, Brassie, Spoon, Cleek) $60.00
Set of 3 (Driver, Brassie, Spoon) 45.00
Individual clubs 15.00

MARS 70 MEN'S IRONS

A sterling performer at a very reasonable cost. LEVELUME-plated, the head has the conservative center-powered Arch Flange back. Equipped with the MARS shaft, and leather grip. Available also in left-hand—with wide, straight flange back.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter) $90.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9) 80.00
Set of 5 (3, 5, 7, 9, Putter) 50.00
Individual clubs including Putter, Wedge 10.00

TROY 55 LADIES' WOODS

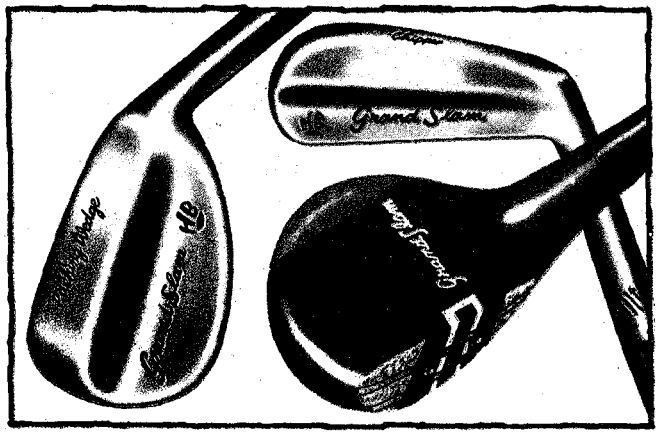
The large genuine Persimmon head has an attractive Mahogany metallic finish. Equipped with the MARS shaft—Ladies' pattern—and two-tone leather Rib Guide grip.

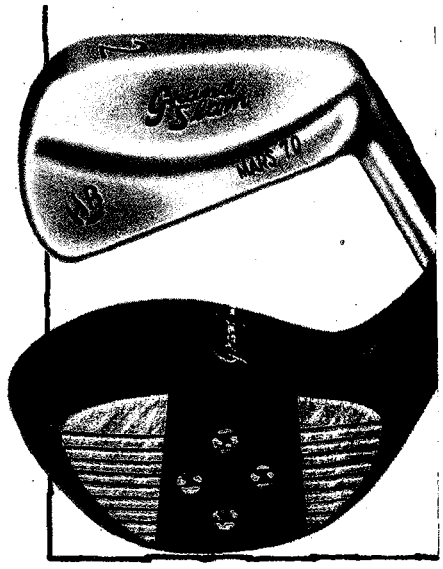
Set of 4 (Driver, Brassie, Spoon, Cleek) $60.00
Set of 3 (Driver, Brassie, Spoon) 45.00
Individual clubs 15.00

TROY 50 LADIES' IRONS

A sterling performer, the LEVELUME plated head has the Arch Flange back, where the weight is center powered. Equipped with the MARS shaft—Ladies' pattern—and two-tone leather grip.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter) $90.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9) 80.00
Set of 5 (3, 5, 7, 9, Putter) 50.00
Individual clubs including Putter, Wedge 10.00





THE HEAD DESIGNS OF THE TROY 50 IRONS AND THE TROY 55 WOODS ARE THE SAME AS THE MARS 70 AND 75 RESPECTIVELY.

LEVELUME PLATING, the finest possible plating for iron golf heads, is the latest feature that's been added to the excellence of Grand Slam iron clubs. LEVELUME is a heavy, bright, nickel-chrome, and is more corrosive-resistant than any other plating. It has a smooth, sheen, handsome look and it's long-lasting!

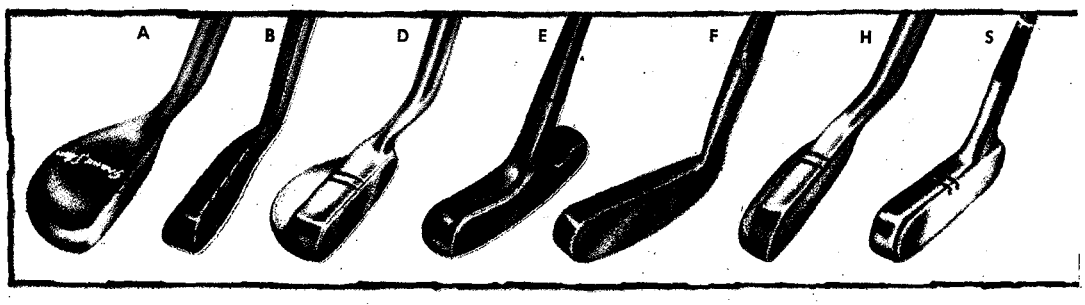
AUXILIARY CLUBS

SUPER CLEEK (Special No. 5 Wood)—Small, pear-shaped head with shallow face and with several degrees more loft than a standard No. 4 wood. Genuine Persimmon head with brass back. French Walnut finish. Standard flex ATLAS shaft. Black perforated leather Rib Guide grip. Right-hand only. Men's specifications. 41½" length only $29.00

CHIPPER—This handy approach iron was designed expressly for run-up shots. Same length as putter, has upright lie and slightly lofted face. LEVELUME chrome-plated flange sole head with shallow blade. THOR pattern shaft. Rib Guide leather grip $15.00

PITCHING WEDGE—A very effective club for pitching to the green. Deep, lofted (more than No. 9 iron) head with wide sole . . . LEVELUME plating on head. Rib Guide grip. Right-hand only. Men's specifications only $15.00

No. 1 irons are available in right-hand only—and only in models ATLAS 90, ATLAS 90C, and THOR 80.



SPECIAL PUTTERS

All special putters equipped with quality chrome-plated shafts.

MODEL A—Aluminum mallet-type head of shallow depth with offset neck, Rib Guide leather grip—fancy perforated and spiral-grooved—flat on top side. Right-hand only $15.00

MODEL B—Bronze head of shallow depth, wide top edge with wide bevel and slanting back to wide sole. Very long hozel. Fancy perforated, spiral grooved Rib Guide leather grip that is flat on top side. Right-hand only $15.00

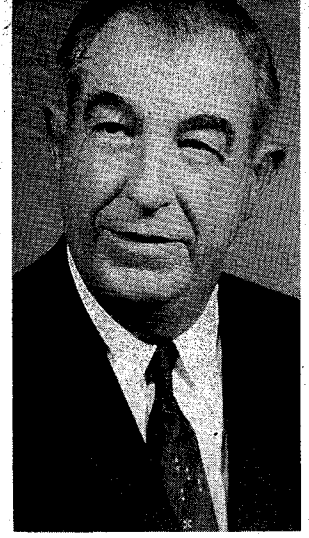
MODEL D—Bronze head—with bright LEVELUME plating except for face—of mallet type; shallow depth and gooseneck. Fancy perforated Rib Guide grip that is flat on top side—spiral grooved. Right-hand only $15.00

MODEL E—Shallow bronze head with shallow, thick, two-way "rocker" blade—for right or left-handed golfers. Equipped with red rubber, pistol-style grip—flat on top side $15.00

MODEL F—Short, shallow, wide bronze blade with gooseneck offset. Equipped with red rubber, pistol-style grip—flat on top side. Right-hand only $15.00

MODEL H—Steel head with LEVELUME chrome finish. Shallow, thick blade with wide top edge and very wide flange sole—gooseneck. Leather Rib Guide grip, flat on top side, fancy perforated and with spiral grooving. Right-hand only $15.00

MODEL S "TWO WAY" — Shallow steel head — unbuffed LEVELUME plating—with wide top edge and designed so that it might be used by either right or left-handed golfers. Fancy perforated Rib Guide leather grip—flat on top side—with spiral grooving $15.00



Dr. R. C. S. Young

DETROIT TO HOST RECORD BREAKING NIRA CONFERENCE

Top management leaders head biggest educational conference ever held in the industrial recreation field

Four days of concentrated study on industry's responsibilities in the new leisure age is the setting for the 19th annual Conference and Exhibit of the National Industrial Recreation Association, Detroit, Mich., May 22-25.

The best collection of brains and experience both in business and recreation fields will address delegates and lead seminar discussions on points vital to personnel management in modern industry.

Key speakers include Dr. Ronald C. S. Young, General Motors business consultant; Franklin L. Orth, former secretary of Manpower Procurement, U. S. Army and present executive vice president of the National Rifle Association; and Rev. Bob Richards, Olympic champion and director of the Wheaties Sports Federation.

14 SPECIAL SESSIONS

In addition to these and other speakers, 14 panel sessions will be devoted to a wide range of industrial recreation subjects.

A new type of brain-storming session has been added to the agenda by grouping company representatives by their particular industrial fields. These round table discussions will cover problems and solutions found in specific businesses such as heavy equipment, food and drug, electronics and non-manufacturing.

Small companies will find two panels centered entirely upon their needs. Commissions, contracts and other vending problems will be studied as will be recreation responsibilities in pre-retirement planning, team and individual insurance, and the effect of tournament restrictions and long seasons on company bowling programs.

Interspersed throughout the heavy schedule will be entertaining but informative field trips. Delegates will tour the final assembly line at the Ford Rouge Plant, visit the Ford International Employees Art Exhibit at the Rotunda and observe the company's outstanding recreation program in action.

Following the general business meeting on the last day, delegates will be taken across the river to the Elmwood Casino, Canada's most famous night club, for the annual inaugural banquet and floor show.

Complete details and pre-registration forms will be mailed later this month and will also be inserted in the April issues of R/M.

NIRA CONFERENCE DATA

Registration Fees

NIRA Members (company and branch)	$40.
Non-members of NIRA	$50.
Wives (members and non-members)	$20.

Registration fee includes Sunday reception; Monday, Tuesday and Wednesday luncheons; and Monday and Wednesday dinners. Program, Proceedings.

Hotel Reservations

Sheraton-Cadillac Hotel:
singles: $6.25-14.50
doubles: $10.00-20.50
suites: $25.00-65.00

Hotel reservations may be made on conference registration forms which will be mailed this month. All rooms air conditioned, radio and tv at no charge.

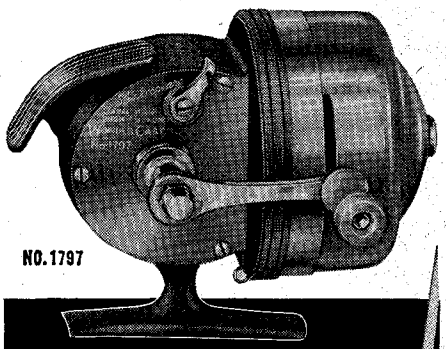
MAY 22-25, DETROIT, MICH.



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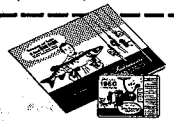


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Address_____

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Instant Movies

A new 8mm electric eye movie camera introduced by Bell & Howell Company "zooms" smoothly from long shots to close-ups and shifts instantly from normal to slow speeds without losing a split section of action.

A second camera, the new model 410, combines the instant slow motion with a three-lens turret. On both models the electric eye pioneered by Bell & Howell continuously and automatically keeps the lens opening set correctly despite changes in light or changes in speed.

For indoor movies, with the Zoomatic (see photo), the photographer can shoot subjects as close to the camera as six feet while using the entire range of the zoom lens.

For normal shots he can shoot as close as 3'1" and for wide angle shots, as close as 2'1". Most conventional zoom lenses require about 15 to 25 feet distance from camera to subject for the lens to be in focus indoors.

New Golden Age of Sports

Heralding the advent of the soaring sixties, *The Sporting Goods Dealer* stated that, in terms of active participation, the new decade promises to become "a true Golden Age of Sport."

Using estimated statistics (source undisclosed) to show the present level of participation, the *Dealer* forecast heavy increases in all leading sports activities by 1965.

Number of Participants
millions of persons

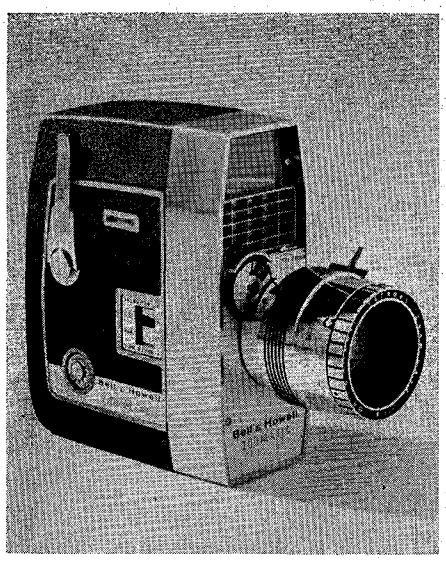
Sport	1959	1965
Boating	37.	40.
Bowling	22.	35.
Bicycling	27.	33.
Fishing	25.6	30.
Camping	22.	25.
Hunting	18.	20.
Roller Skating	17.	20.
Basketball	11.3	18.
Baseball	7.9	11.2
Golf	5.4	10.
Tennis	6.7	8.
Water skiing	5.	7.5
Archery	4.7	7.
Ice Skating	5.	6.5
Snow skiing	3.	4.

It is interesting to note that the *Dealer* expects golf to show by far the greatest increase (almost double), and that 27 million children and adult "sports" bicyclists are listed for 1959.

Trade Shows Break Records

The optimism of *The Sporting Goods Dealer's* sports participation predictions for the '60's (see above) was supported in February by the rush of manufacturers, dealers and the general public to the industry's two largest trade shows.

A record 649 firms showed their wares to a reported crowd of 13,000 sporting goods distributors during the National Sporting Goods Association convention in Chicago.



ZOOMATIC 8mm movie camera incorporates an automatic zoom lens with instant speed changing.

As customary, the show occupied 10 floors at the Morrison Hotel and this year spilled over to fill two more floors at the Palmer House.

One week later, some 920 boats and a supporting force of inboard and outboard engines, boat trailers and acres of accessories went on display at the Chicago National Boat Show.

As a crowd in excess of 300,000 milled through the exhibits, industry experts were convinced that 1960 sales would show a 5% increase over the $2.5 billion spent at the retail level in 1959 for boating equipment.

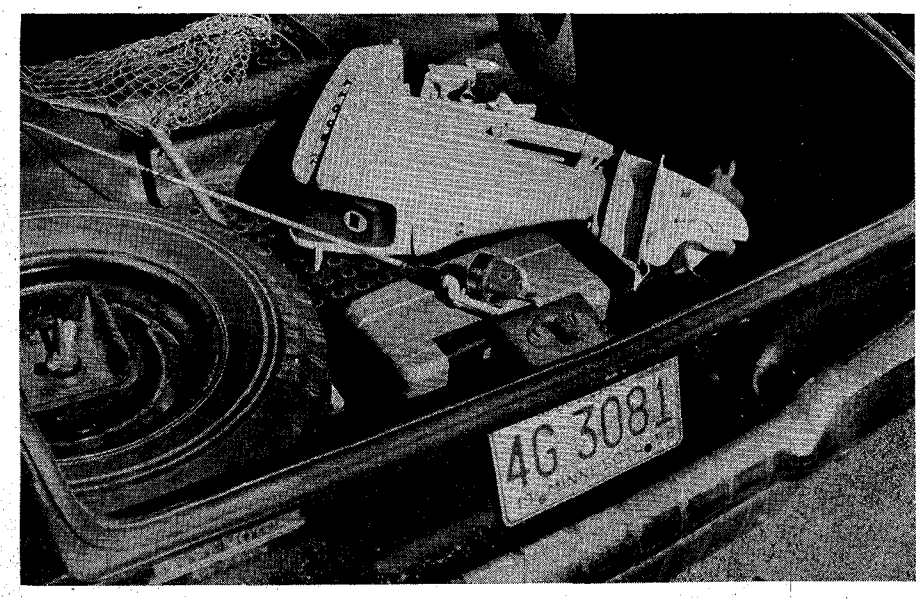
Fisherman's Delight

The fisherman has not been forgotten in the power race between outboard motor manufacturers.

A new 7.5-hp motor, weighing less than 40 lbs. and less than 30 inches in length, has been designed especially for fishing by the McCulloch Corporation's Marine Products Division, manufacturers of Scott outboards.

Many other features of the new Scott motor are based on the findings of a survey of 2,000 made by the company. It has a lower unit with a three blade overlapping propeller and weed contour piece that make the motor "weedless."

The 7.5-hp motor also features a non-crawling, fold-back bracket and fold-down steering handle for compact storage; a flip-button gear shift and a new plastic hood.



SCOTT'S new 7.5-hp outboard motor fits into the trunk of a car with room to spare. Compact in size (less than 30 inches long) and lightweight (less than 40 pounds) the new Scott motor is especially designed for fishermen.

Once each year Babcock & Wilcox throws open its doors and its heart to company retirees during

B&W Alumni Days

"The overwhelming success of five previous 'Alumni Days' has prompted the B&W 20 Year Service Club again to set aside a day to honor you, a B&W Alumnus."

These words formed the lead paragraph of a special letter of invitation sent to the 350 retirees of The Babcock & Wilcox Company's Boiler Division in Barberton, Ohio, announcing its sixth annual Alumni Day.

Alumni days within companies are not unique, but at B&W, the day is given special significance, for indeed, the men and women who will return to the company on that day are the persons who toiled to bring the company to its respected rank in industry.

On this day, sweepers and welders, clerks and vice presidents, all pause to pay homage to these men and women, and a great deal of thought and effort is expended in making the day an "overwhelming success."

The planning phase covers such areas as setting up a committee, mailing invitations, making hotel and transportation accommodations, scheduling events and arranging for photographs. When the pensioneers arrive, they are treated as visiting royalty.

Fellow co-workers of years gone by are on hand to greet the guests, outline the day's activities, and help them plan their free time.

All offices and shops are open to these visitors, and an intraplant "taxi" system is available to whisk the retiree to any spot within the 98.6 acre shop area that he may wish to visit.

Many men on the job are ready to welcome the guest, reminisce the days of yore and review the changes that have transpired within the company.

Once more, the scheduled activities come to the fore, and the visitors are treated to dinner in the company's spacious cafeteria. The luncheon is followed by an address from the Division's vice president, during which he welcomes the group, discusses the Company's progress and reveals the future plans of B&W.

The excited atmosphere of the Company slowly subsides to normal as the visitors are bade farewell, and begin their journey homeward.

For some, the trip is across the city, and, for others, across the country, as far as Wisconsin and Florida.

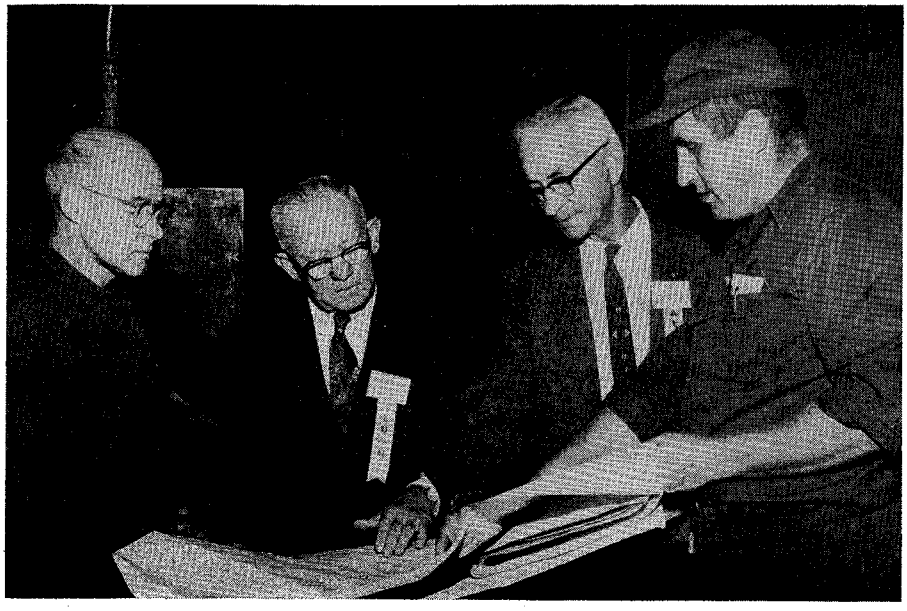
Alumni Day at B&W is a day of days, and the retirees depart, already making plans to attend the following year's activity, so that, once more, they might view the fruits of their labors and renew old acquaintances.



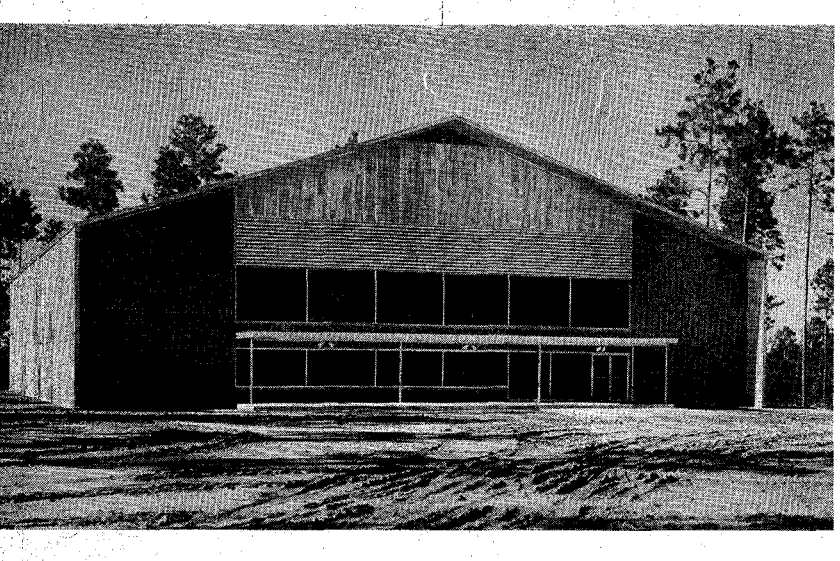
MEMBERS of the B&W 20 Year Service Club, during the recent Alumni Day at The Babcock & Wilcox Company, were hosts in every sense of the word. Aside from being welcomers, intraplant taxi drivers and guides, they also performed the function of waiters and bus boys during the luncheon in the Company cafeteria.

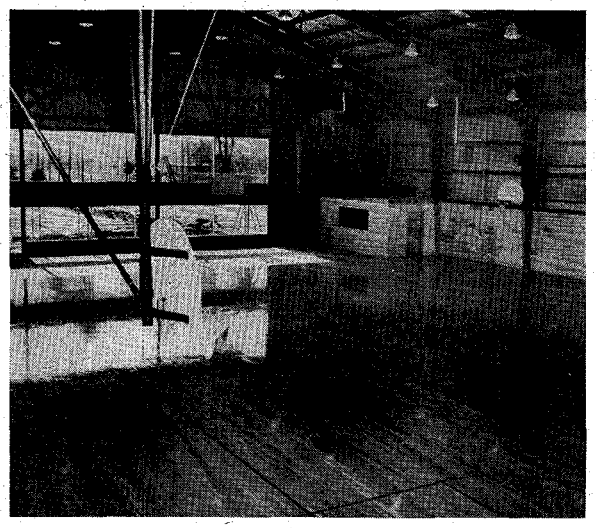


THE BADGE of distinction is pinned to a visiting retiree during the recent B&W alumni Day celebration. The badge is the visitor's passport to a day filled with friendship and pleasant memories.



NEW DEVELOPMENTS in the Boiler Division of The Babcock & Wilcox Company extend beyond the point of mere discussion during Alumni Day. The visiting retirees pause to study a blueprint, as they had done so many times during their working days.





Chemstrand Adds to the Building Boom

New assembly and recreation building is the latest of many employee facilities being constructed by industry

From the day Edward A. O'Neal, Jr., president of The Chemstrand Corporation, Pensacola, turned the first spade of Florida soil, barely seven months passed until the Chemstrand Employees' Recreation and Assembly building was opened and ready for use.

But rapid construction is only one of the features of this prefabricated, clear span building.

Designed for multi-purpose use, the building can seat 6,000 Chemstrand employees at scheduled general assemblies.

For recreation purposes, the new building will serve all Chemstrand Employee Recreation Association members, or approximately two-thirds of Chemstrand employees, on a schedule basis. This is estimated at about 350 to 400 persons per scheduled affair.

The new building, with its 12,000 square feet of floor space is expected to prove a boon to Chemstrand's ever growing intramural basketball program in which some 400 men and women employees presently participate.

As indicated on the floor plan, the floor is laid out in one collegiate size (93'8" x 50') main basketball court and two practice cross courts (each 74' x 38').

Present plans also include facilities for table tennis, badminton, volleyball and other indoor games.

Additional facilities in the new building include two shower-locker rooms that can accommodate 50 people each and a large equipment storage room (not shown on floor plan).

Portable bleachers seating 250 spectators during sports events have been installed on a mezzanine which runs the full length of one side of the building. When the bleacher seats are not in use, the balcony serves as a game area.

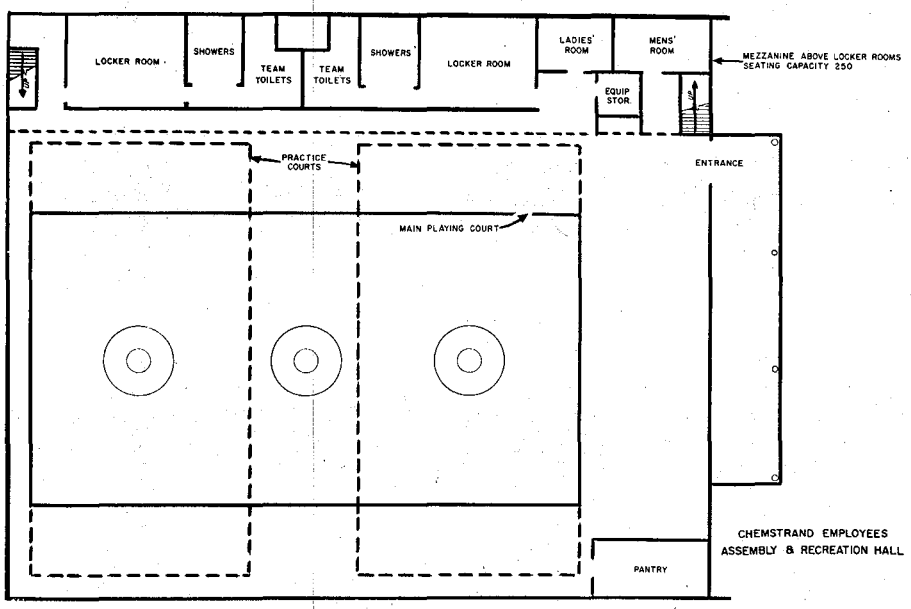
A permanent concession stand (or pantry) has been built on the ground level to serve spectators. The overall size of the building is 122' by 101'.

Located near the CERA picnic area, the building will also provide close-at-hand shelter for outdoor picnicking groups in case of bad weather.

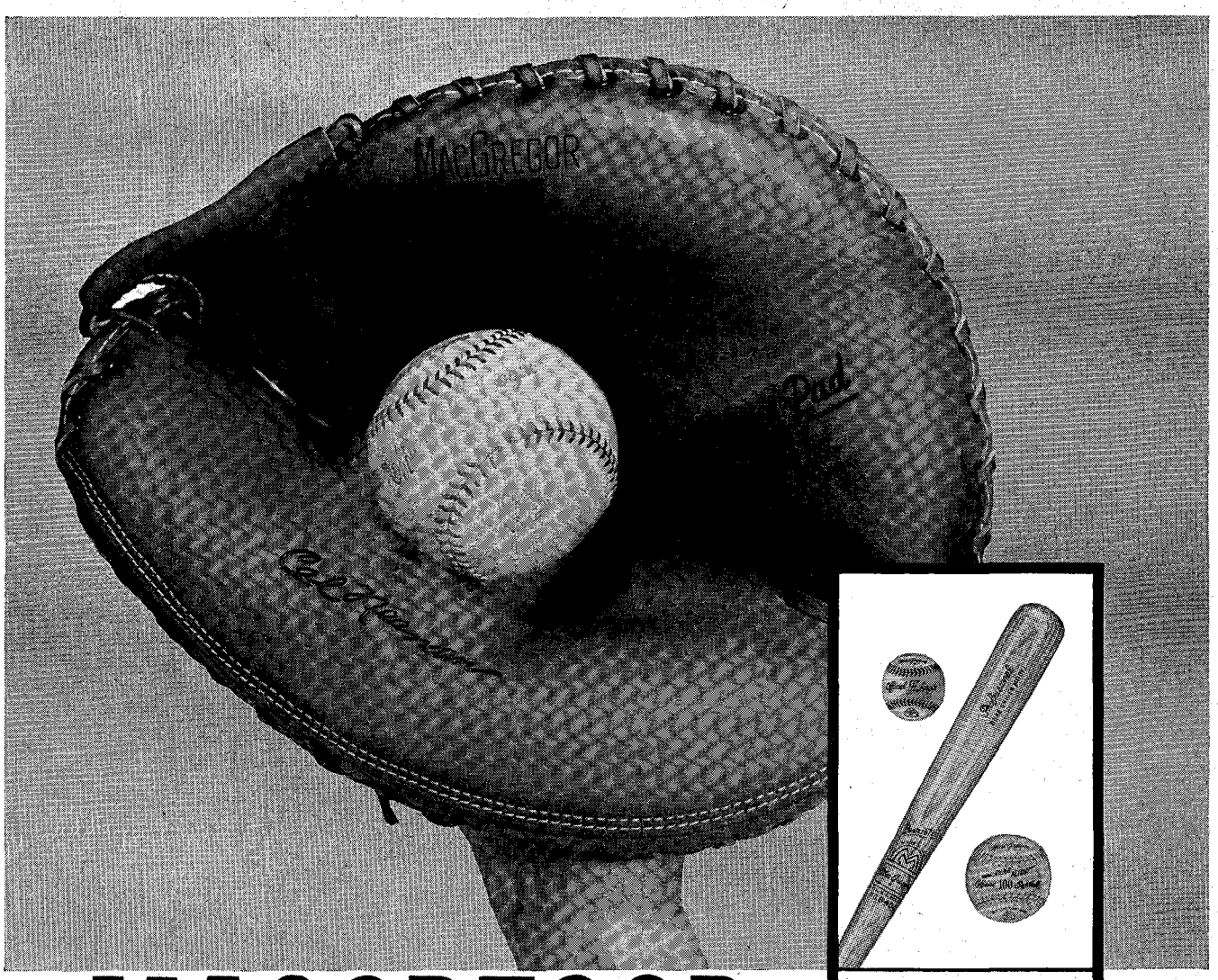
Unlike the Chemstrand picnic area, however, the Recreation and Assembly building will not be scheduled to outside company groups.

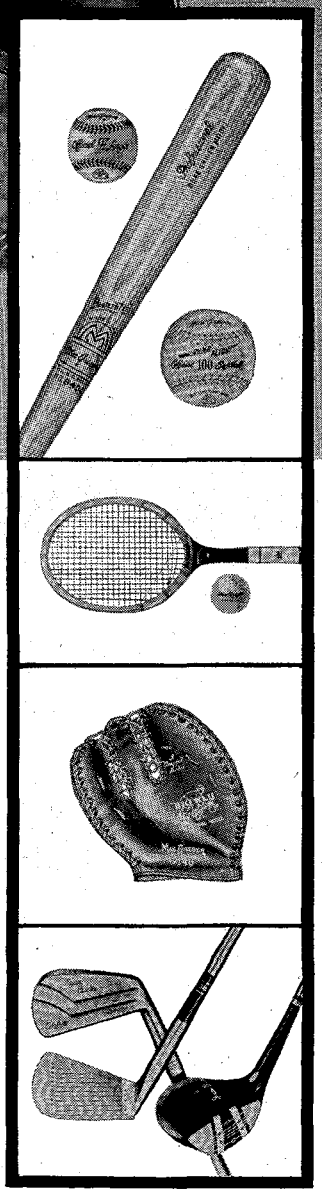
Also, because of the proposed schedule of year round employee activities in the new building, CERA will continue to hold its dances in a municipal auditorium in Pensacola.

At the ground breaking ceremony Vice President Fred Gronemyer (see "Top Management Speaks," page 6) stated that with the construction of the building, "We have come a step closer to fulfilling the desires of the recreational program."



FLOOR PLAN: Chemstrand Employees Recreation and Assembly Building





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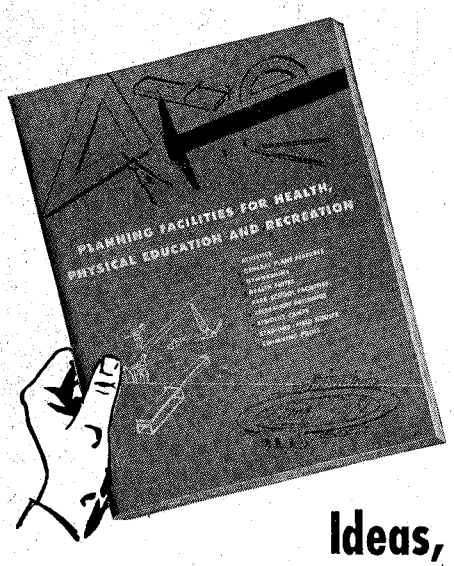
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RM RECREATION ROUNDUP

Hoover Heads San Diego IRC

San Diego's Industrial Recreation Council, one of the nation's pacesetters in organizing industry for recreation, marked a year of outstanding achievement at its 15th annual Installation Dinner, Jan. 23.

Dwight Hoover, assistant supervisor of recreation at Rohr Aircraft, was installed as president, taking over the gavel from Bill Berry, industrial relations director at San Diego Naval Air Station, North Island.

During the past year, San Diego's IRC sponsored activities involving 19,151 participants and 66,580 spectators. Activities included archery, baseball, basketball, bowling, a European trip, fashion shows, flag football, golf, gun shoots, horseshoes, deer hunting, Coast League baseball, photography, softball, roller skating, swimming, table tennis, tennis and theater nights.

New President Hoover is a former Iowa University quarterback (1932-36) and four-sport man. Later, he was athletic coach and Lieutenant Commander in the Naval Reserve assigned to special services.

$21,000 For Wildlife

To continue its yearly program of wildlife propagation and conservation, the Goodyear Tire & Rubber Co. Hunting and Fishing Club, Akron, Ohio, will spend $21,000 in 1960.

Andrew Paulis, executive vice president of the club, said that amount has been appropriated for the purchase of fish, rabbits, pheasants and racoon and for bounties for predator control.

Where does a private hunting and fishing organization get that kind of money? The Goodyear club is entirely self-supporting, and membership dues are a nominal $1. per year.

One of the club's major sources of income stems from clerk fees from the sale of hunting and fishing licences by designated agencies in the Akron area. An Ohio law provides that licensing agencies may donate clerk fees to a recognized sportsmen's club.

$30,000 For Rummy Players

Some 600 gin rummy players will converge on Las Vegas, Nev., March 9-13, to try for a guaranteed $30,000 in cash prizes.

The event is the fourth International Gin Rummy Tournament conducted by the Las Vegas Charities Foundation, a project sponsored by 11 resort hotels.

Depending on how deep he wants to go in for the optional awards, a sweepstakes jackpot and a "cardcutta" auction, the biggest charity case will probably be the tournament champion. Last year's winner went home with $19,452. A total of $53,630 was paid



NEW OFFICERS installed at San Diego IRC's annual dinner (l-r): Frank Alessio, Pepsi-Cola, master of ceremonies; Jack Ruckman, City Park & Recreation, recording secretary; Dwight Hoover, Rohr, president; Sue Bennington, Miramar Naval Air Station, vice president; Ed Rippier, Solar, installing officer; Gil Crosthwaite, Convair, second vice president; Ralph Smith, City Park & Recreation, executive secretary-treasurer.



FIRST CONCERT by Convair Pomona (Calif.) employees featured the men's and women's singing groups, the Missilemen and the Choralaires. Here, the two groups combine to perform scenes from the musical "Oklahoma."

out in team and individual prizes.

The entry fee is $100 per man, and the sweepstakes tickets sell for $50.

NIBL Up For Grabs

With the Vickers and Phillips petroleum company entries taking turns in first place, the National Industrial Basketball League moved past the season's three-quarter mark with the title still up for grabs.

Reason for the turmoil: inability to win on the road and the surprising strength of two of the league's three new teams, the Cleveland Sweeney Pipers and the San Francisco Investors.

The Pipers, after leading the NIBL early in the season, fell from the top after a disastrous road trip. In reverse form, San Francisco got off to a slow start, then won seven in a row including back-to-back victories over Phillips.

Goodyear also fell victim to the surge by San Francisco, losing two crucial games just as first place was within their reach.

In fact the race is so tight in the powerful amateur loop that defending ing champion Denver D-C Truckers may be forced into a second division finish.

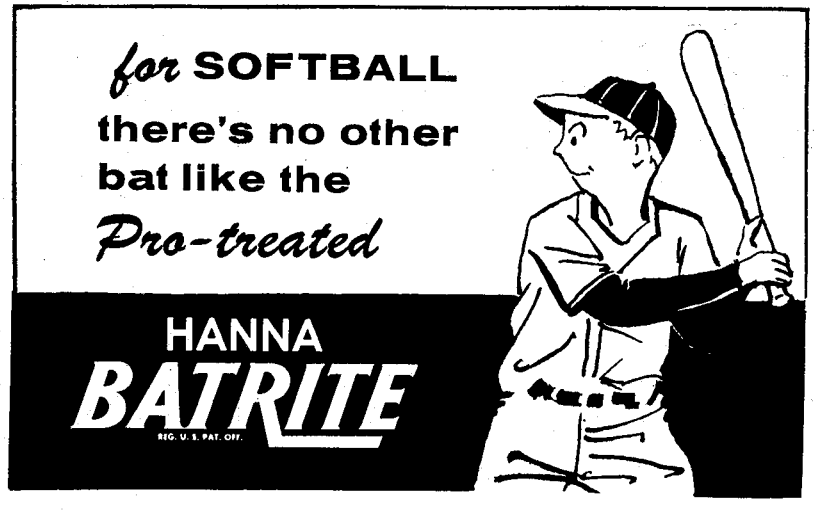
NIBL STANDINGS

(through February 17, 1960)

Team	W	L	Pct.	GB
Bartlesville Phillips 66ers	18	7	.720	—
Wichita Vickers	15	7	.682	1½
San Francisco AJL Investors	13	11	.542	4½
Akron Goodyear Wingfoots	12	11	.522	5
Peoria Caterpillars	12	12	.500	5½
Cleveland Sweeney Pipers	10	12	.455	6½
Denver D-C Truckers	9	11	.450	6½
Seattle Buchan Bakers	10	15	.400	8
New York Tuck Tapers	5	18	.217	12







Training Kit Takes the Kinks Out of Committee Action

Volunteer workers learn committee operation with leadership training aids

Many of the kinks in the committee system of a business or industry may be straightened out by means of two committee training aids just developed at the University of Minnesota.

The program department of Minnesota's Coffman Memorial Union has produced two Leadership Seminar kits which, after years of experimentation, are offered as a method of achieving best results in any type of committee organization.

Improved at each stage of a rigorous testing program, the kits, one basic and the other advanced, meet the approval of professionals in the various fields touched upon by such educational devices.

The training aids are designed for use in a seminar of 50 persons or less. They enable committee members to learn the fundamentals of committee work both as leaders and members, to share experiences which might be helpful to others and to provoke new ideas for use by any organization using the kits.

KIT INCLUDES MANY AIDS

Included in each kit is a narrator's script, which serves as a guide and is adjustable to the experience of the narrator. Also, there are many visual aids of the flip card, Flannelgraph and poster type, as well as other supplies needed for demonstration purposes.

The complete kit is contained in a 22" x 31" sturdy, black case which can be easily carried or stored.

The kits are a serious attempt to direct the thinking of volunteer leaders and followers toward better and more satisfactory experiences. The seminars are based upon learning the intricacies of committees and committee operation methods of planning and production. The real secret of the training experience lies in the ability of the participants to take part and of the "narrator" or script leader to avoid direct participation.

The narrator reads his script, presents a point of discussion backed up by illustrations, then turns the actual discussion over to members of the group who carry on with a lively talkfest to the point.

The narrator then returns, speaks and the process continues. Woven throughout the program are techniques such as brainstorming, buzz sessions, lectures, role playing and others.

At the conclusion of the seminar, participants are encouraged to put the seminar into practice, and, to help them remember, a workbook outlining the points covered is issued to them as a final step in the program.

For each topic covered in the seminars, a discussion team is appointed by the narrator. The team consists of a discussion leader, a referee, a summarizer and four observers. The topics covered embrace every aspect of a committee system.

Industrial executives who have examined and used the kits say they will provide useful training for committee members and leaders, both in shortening the training time and in improving the effectiveness of persons trained.

Excellent results in shortening the time of achieving maximum committee effectiveness has been reported at the University of Minnesota.

The kits also provide a valuable aid in a company's community relations program.

ENDORSED BY INDUSTRY

Said one industrial executive, "We feel that with each seminar kit we will be able to give our people knowledge that will enable them to serve more efficiently and constructively on any of the many community committees on which they are asked to serve."

The kit is being produced commercially by the Judy Company of Minneapolis, makers of educational tools. Either kit may be ordered from the company for $75. each.

The kits have been accepted by the Association of College Unions as an official publication with all sales proceeds ear-marked for leadership training.

The basic kit was also introduced at the National Recreation Congress last October. Since that time, kits have been purchased by educational, industrial and civic groups.



DEMONSTRATION of the Minnesota Leadership Seminar Kit shows one phase of the training in which participants act out committee member roles.

Spring Sports Planner

You can't tell a player off without a rule book, and if you've had trouble finding the 1960 versions, this list may help:

ARCHERY
(Field) National Field Archery Assn. P.O. Box 388, Redlands, Calif., $1.25
(Target) National Archery Assn., 20212 Boyview Ave., Santa Ana, Calif., $1.

BASEBALL
(Non-professional) National Baseball Congress, Wichita, Ka., $.15

CROQUET
General Sportcraft Co. Ltd., 33 New Bridge Rd., Bergenfield, N. J., free

FLY AND BAIT CASTING
National Assn. of Angling and Casting Clubs, Box 51, Nashville 2, Tenn., $.50

GOLF
U. S. Golf Assn., 40 E. 38th St., New York 16, N. Y., $.25

HORSESHOES
National Horseshoe Pitchers Assn., 341 Polk St., Gary, Ind., free

MARBLES SHOOTING
National Marbles Tournament, 403 Cleveland Press Bldg., Cleveland 14, Ohio, free

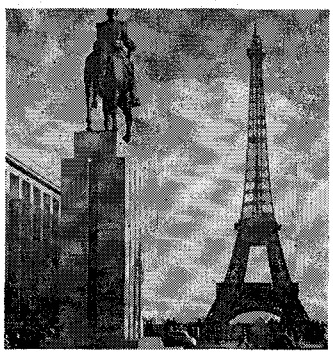
SHUFFLEBOARD
(Deck) National Shuffleboard Assn., Chamber of Commerce Bldg., St. Petersburg, Fla., free

SKINDIVING
(Competitive) Amateur Athletic Union, 233 Broadway, New York, N. Y., $.50

SOFTBALL
(12" fast and slow pitch) Amateur Softball Assn., 11 Hill St., Newark 2, N. J., $.75
(Girls) Division for Girls' and Women's Sports, 1201 16th St., N. W., Washington 6, D. C., $.50

SWIMMING
Amateur Athletic Union, 233 Broadway, New York, N. Y., $1.50

TENNIS
U. S. Lawn Tennis Assn., 120 Broadway, New York 5, N. Y., $2.00



Eiffel Tower in Paris

Everyone benefits by a company employee trip to Europe!

Just notice the upsurge in efficiency and company spirit when employees can look forward to two weeks in Europe on their next vacation. Especially when the amazing low cost of transportation and group rates plus "travel now—pay later" financing puts a European holiday within reach of everyone.

Maupintour's extensive travel background (including offices in New York, Washington, and Brussels) and complete, step-by-step promotional package is your assurance of a professionally planned and directed trip—one that will be remembered by company employees for years to come.

This is all available at very low cost, but you must write now. Only a limited number of groups can be managed by Maupintour in 1960.

NIRA

Mr. Alan R. Citron, Maupintour Associates
1236 Massachusetts Street, Lawrence, Kansas
Please send me information on how an employee holiday to Europe can be organized for my company in 1960.

name/title

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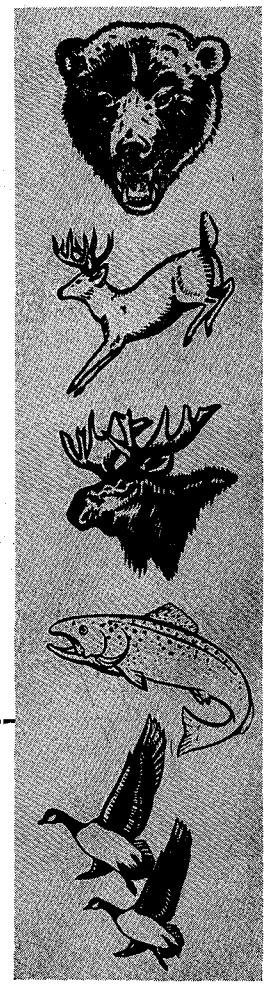
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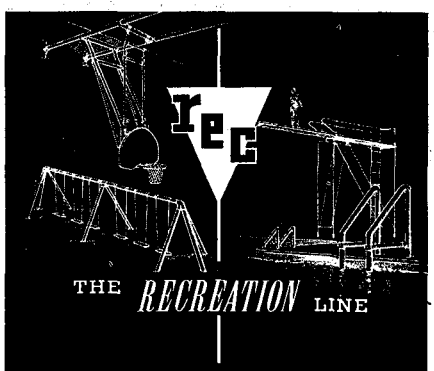
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RM N.I.R.A. NEWS

Shooting Contest Builds Up

Team and individual entries have begun to pour in as the 2nd annual NIRA-NRA Postal Rifle and Pistol Matches enter the last two months of competition.

Open to any bona fide employee of a NIRA member company, the matches consist of eight different matches in .22 rimfire rifle and pistol and CO_2 rifle and pistol for teams and individuals.

Deadline for entries is April 30. For additional information or extra entry forms, write: NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Exhibit List Grows

At press time, almost three-quarters of the exhibit space had been reserved for NIRA's 19th annual Conference and Exhibit, May 22-25, Detroit, Mich.

The following companies have reserved space in the year's only display of industrial recreation equipment and services:

Adirondack Bats, Inc.
American Bowling Congress
American Locker Company, Inc.
American Playground Device Co.
The Athletic Institute, Inc.
Automatic Canteen Company of America
Capital Airlines, Inc.
Champion Knitwear Company
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Hancock Iron Works
Hanna Manufacturing Company
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Hillerich & Bradsby Company
Interstate Vending Company
Jewel Creations
The MacGregor Company
Miracle Equipment Company
The Morgan Sign Machine Company
National Association of Amusement Parks, Pools and Beaches
National Bowling Council
National Golf Foundation
National Rifle Association
New York Convention and Visitor's Bureau
Northwest Airlines, Inc.
Northwest Automatic Products Corp.
Organization Services, Inc.
Pan American World Airways
Pepsi-Cola Company
Rawlings Sporting Goods Company
Sabena Belgian World Airlines
Saunders Manufacturing & Novelty Co.
The Seamless Rubber Co.
The Seven-Up Company
Sico Manufacturing Company, Inc.
Shakespeare Company
Smith Enterprises, Inc.
A. G. Spalding & Bros.
Tandy Leather Company
Transport & Travel Contractors, Inc.
Waldron & Co., Inc.
Wenger Music Equipment Company
Wilson Sporting Goods Co.
Zebco Company

4th AMA Seminar

Nine industrial recreation directors attended the American Management Association's fourth workshop seminar on industrial recreation, Jan. 11-13 in New York City.

The three-day session, "The Company Recreation Program: An Integral Part of a Sound Personnel Program," was co-chaired by John Leslie; NIRA president and recreation manager for Minnesota Mining and Mfg. Co., and Don Neer, NIRA executive secretary.



ATTENDING AMA SEMINAR (l-r), (standing) George Franko, Chance Vought; C. W. Hudson, IBM; A. J. Koenings, S. C. Johnson & Son; Mohammad Moshiri, National Iranian Oil Co.; John C. Lavisky, Wolverine Tube; Arthur R. Brauer, Raybestos; (seated) James Muckley, Smith, Kline and French; Don Neer, NIRA; John Leslie, 3M and NIRA president; John Tutko, USAF; and R. E. Van Duzer, Babcock & Wilcox.

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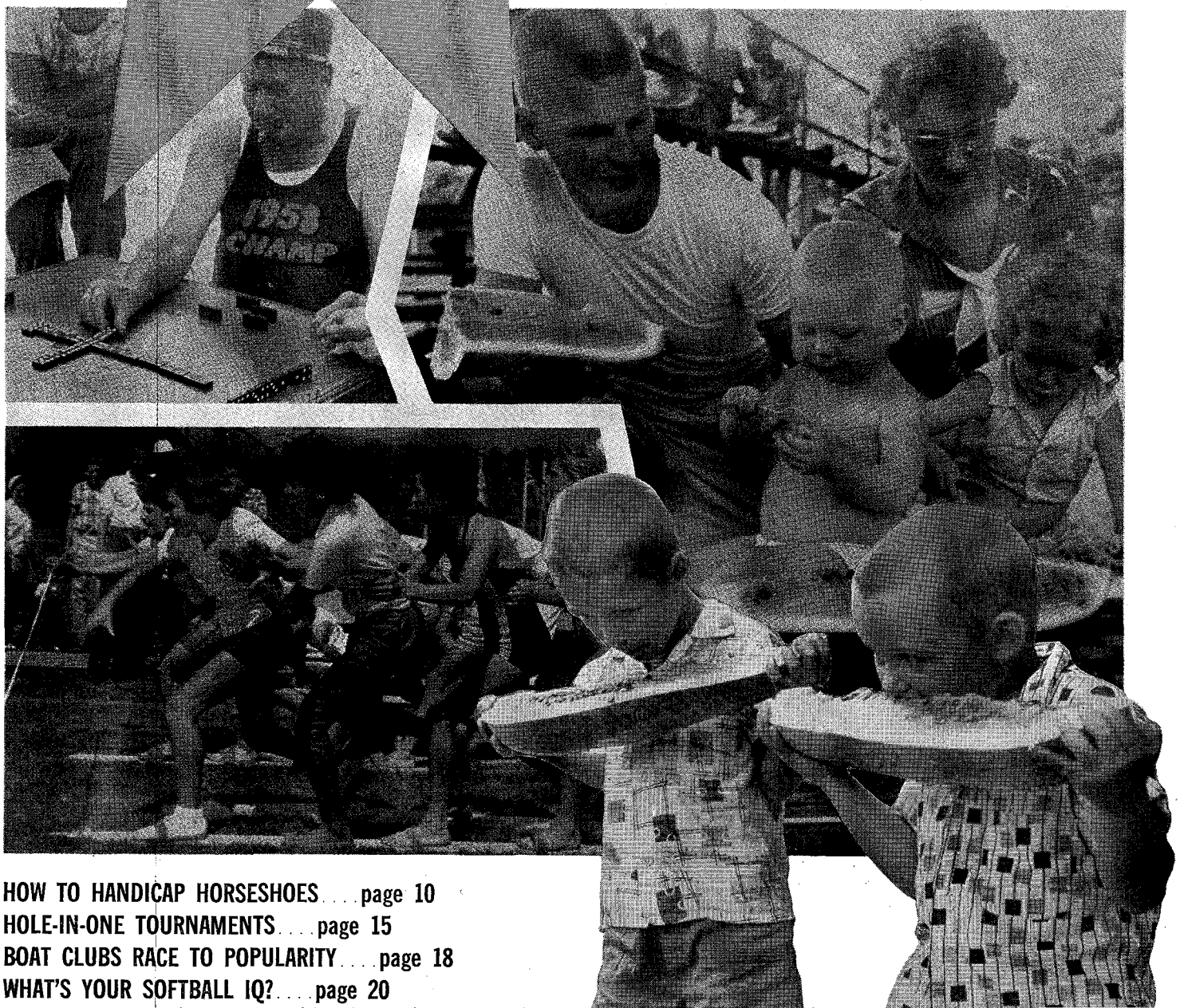
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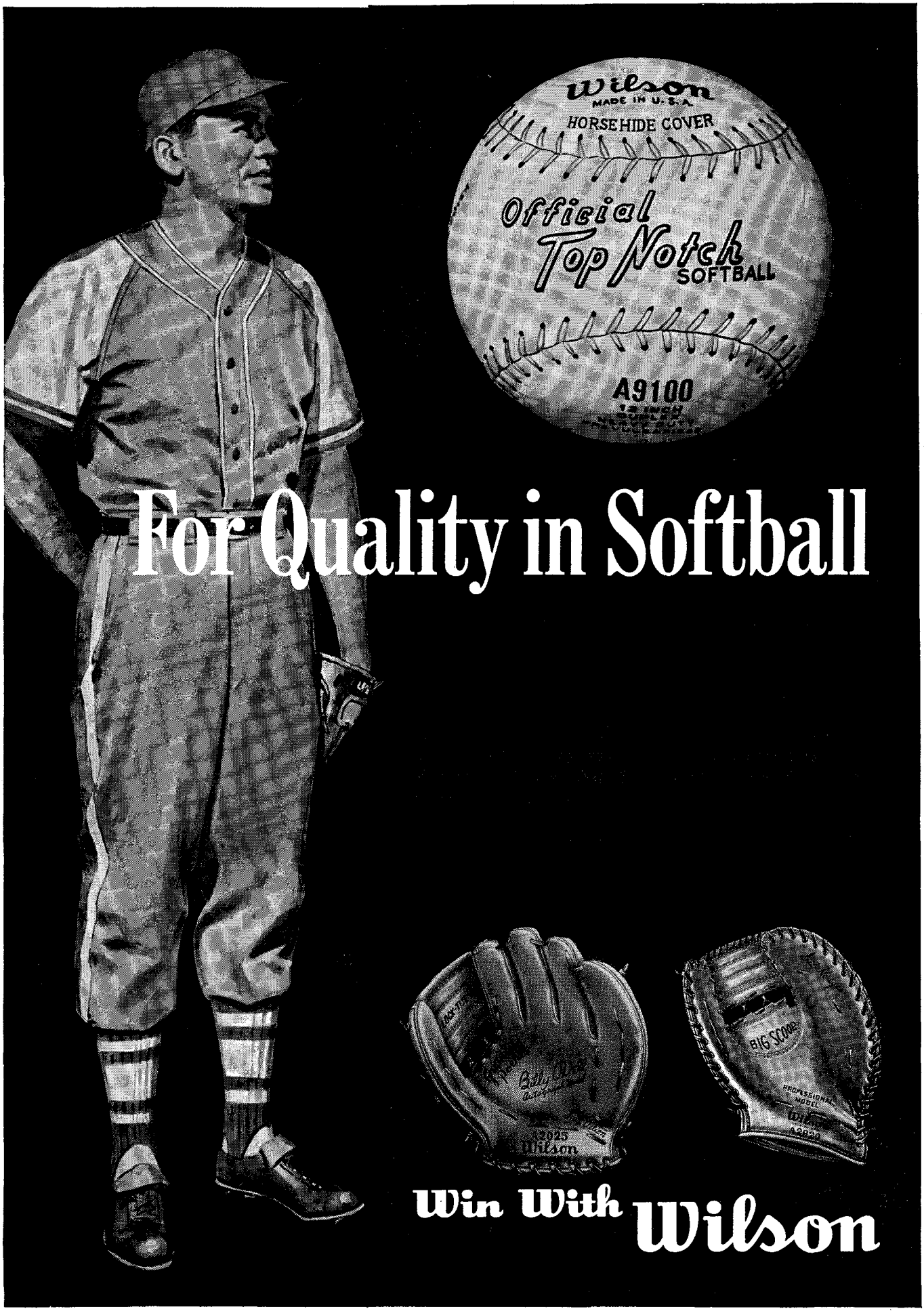


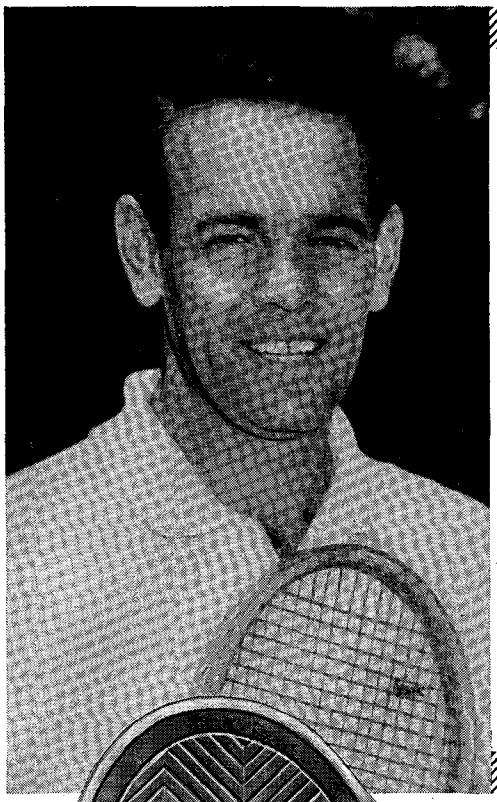
Let's be sensible about company

PICNICS



HOW TO HANDICAP HORSESHOES . . . page 10
HOLE-IN-ONE TOURNAMENTS . . . page 15
BOAT CLUBS RACE TO POPULARITY . . . page 18
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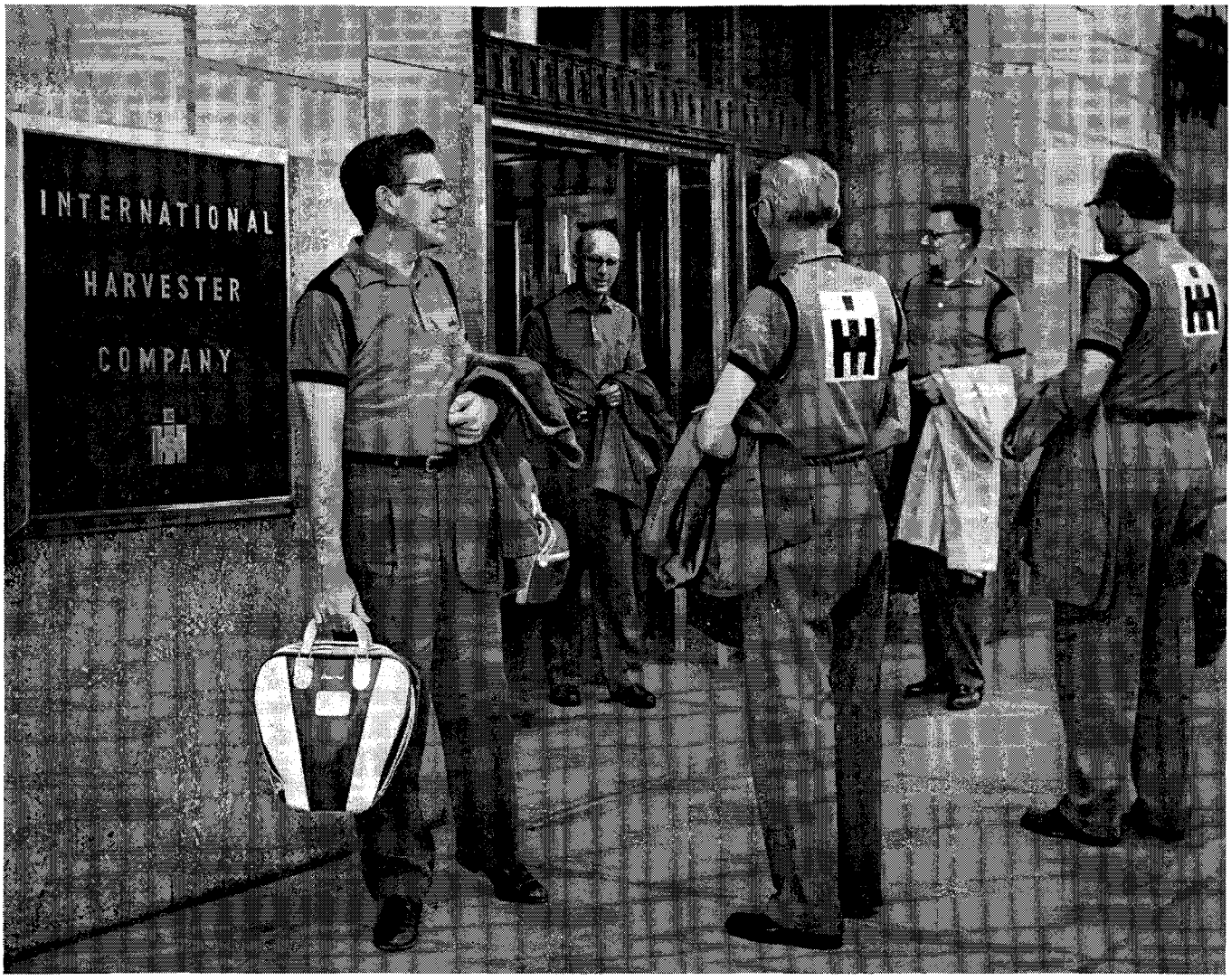
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With the support of the Company's management, hundreds of bowling teams have been formed by IH operations all over the country to provide recreational activity for IH men and women. Bowling has become so popular with employees that leagues have been formed both all over Chicagoland and in our other plant cities. Improved morale among hundreds of IH employees! That's what the Company reaps from our Independent Team Sponsorship of bowling.

For example, bowling activity for the men is climaxed by the Annual IH Inter-Works Bowling Tournament. The 26th annual tournament was held recently in Chicago, the largest in the Company's history. More than 800 men from 19 IH operations in five Midwest states, comprising 164 teams, participated in the tournament.

Yes, bowling is our most popular major employee participation recreation activity. It's a real employee morale booster, too!

Richard M. Schille

Richard M. Schille, Chairman
IH Inter-Works Bowling Tournament

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Shooting is rapidly becoming an important part of many company recreation programs. The reasons are simple: convenience, economy, participation. If land is available, a shooting program can be established at little cost, on a "bring your own gun" basis, if necessary. Employee interest runs high because any type of shooting is naturally exciting. In addition, it's not overly time consuming or expensive. Employees can shoot for an hour or so and still get home to an early supper. Hunters have a place for off-season practice, and experienced shooters naturally become the beginner's teachers. Teams and interteam competition quickly follow. Morale skyrockets.

Whether you're thinking of a rifle or pistol range, or trap and skeet fields, write to our Shooting Promotion Department for helpful information. Trained specialists will help you decide on the facilities and program best suited to your aims.

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TOP MANAGEMENT SPEAKS:

Modern management recognizes that satisfying off the job as well as on the job needs of employees is a personnel relations function

As I think of the importance of a good recreation program to the success of the entire personnel relations function, I can't help but look back with tremendous satisfaction at the great progress that personnel programs have made since their mere and simple beginnings.

A great deal of this progress can be attributed to the relatively recent introduction of employee recreation activities into the personnel program. In retrospect and in due recognition of the progress that has been made in this area, let us take a brief look at early personnel administration.

As recent as the 20's and 30's, the personnel function was looked upon by management simply as a means of hiring people. There were no programs for the administration of wages and salaries, no attention to the safety of employees and no consideration for his medical and insurance needs. With this concept of the personnel function, naturally, it was unheard of to think of the recreational needs of the employee.

But let's get back to today and take a look at the make-up of modern personnel administration. It is generally common for the personnel function to consist of such activities as employment, control of wages and salaries, labor relations, insurance and benefit programs, safety and medical. As we examine each of these areas, we see that all are designed to satisfy the employee's wants and needs *on the job*.



But modern management, recognizing that satisfied employees are their most important asset, now recognize that the employee also has wants and needs *off the job*, and that these needs must be satisfied if he is to be an efficient and stable worker.

The *off the job* needs of the employee must be integrated into the personnel program, and this is being done today through the introduction of employee recreation programs. Such programs are proving to be an invaluable aid to management in carrying out the personnel relations function.

The advantages of such a program begins with the employment interview process and continues through the employee's entire service with the company. Outlining the recreation program to the interviewee gives him a feeling that the company has a sincere interest in its employees.

It follows then that an effective employee recreation program can contribute much toward good personnel administration, and, after all, the basic objective of any personnel program is to establish harmony within the working force. Effectively administered employee recreation can do much toward this end.

Like so many other areas of personnel relations, it is often difficult for us to get across to our management the effectiveness of employee recreation and what it can mean to the business. This is largely due to the fact that we are dealing with people and specifically on matters that are *away from the job*. Therefore, the results of our job become quite intangible.

This accounts for the fact that we may often feel we are not receiving quite enough support for our programs. It isn't that management is not sold on employee recreation—they know it is good, but the real effectiveness of the program is not always discernible to them. As directors of employee recreation, what can we do about this problem?

1. We can point to the company's turnover and absentee rates. If morale is good, the turnover rate will be low. However, this approach is not flawless inasmuch as other factors enter in.
2. We should take every advantage of every opportunity to inform management of the effectiveness of individual activities that make up the program and show how each has helped improve morale.
3. We should get executives and supervisors to participate in employee activities.

There are other ways, and it becomes a challenge to us to find more effective means of selling the recreation program to management if we are to get the support we need.

E. W. Stupak
Personnel Relations Manager
Avco Corp., Research & Advanced Development

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APRIL COVER—Human interest photos show highlights of the company picnic at British Columbia Electric, Vancouver, Canada, and West Point Manufacturing Company, West Point, Ga. Cover design by Leo Rotelli. Photo credits: page 10, Delco Radio, Div. General Motors Corp.; page 15, National Golf Foundation.

IN MAY R/M

SPECIAL CONFERENCE ISSUE
A full-scale preview of what will take place at the National Industrial Recreation Association's 19th annual Conference and Exhibit at Detroit, May 22-25. This issue will include the complete conference program plus a wrap-up of all the events you won't want to miss.

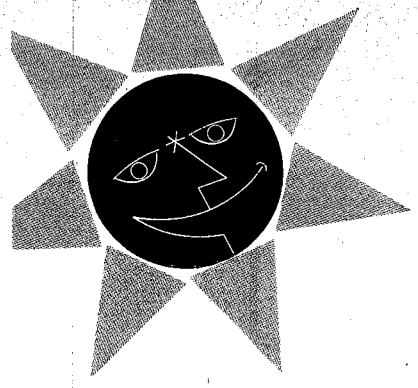
BOWLING RESULTS
Complete coverage of the 13th annual National Industrial Bowling meet.

YOUTH BASEBALL
How many firms have generated employee and community good will through the sponsorship of youth baseball teams.

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Let's be sensible abou

Through the years, certain picnic events have become traditional because they happen to be easily organized and enjoyable to watch. But some of these old-time fixtures have an appalling history of accidents—most of them minor, but accidents nevertheless.

For example, the three-legged race in which contestants stand side-by-side and near legs are tied together, has caused many a strained or broken ankle. Many a skinned nose or more serious wound has been the result of a spill during a "wheelbarrow" race. Even the well known sack race can lead to nasty tumbles.

There is no necessity for events of hazardous nature at a company picnic. Wholly satisfactory substitutes are available as indicated by the suggestions on these pages.

Remember, a picnic injury can cause many complications: (1) possible resentment and ill-will by the injured employee and his family, (2) lost production time in the plant on ensuing work days, and (3) lost respect in the recreation director's ability to plan successful events.

Another fact to keep in mind is that, generally speaking, picnickers are not in proper physical condition for extra strenuous endeavor. The urge to excel, to keep in there fighting, to be the hero, has brought about many heart at-



CLOWNS, like this gay fellow at Armco Steel's (Middletown, Ohio) picnic, liven up the festivities as well as being very useful in organizing and starting the day's events.

CONTESTS BASED ON SKILL OR LUCK

BAIT CASTING

Fasten a plug, with hooks removed, to the line of an inexpensive rod and reel. Contestants cast at an old tire placed on the ground 40 feet away. Draw circle 1 yard out and another 2 yards out from the tire. Score 5 points for bullseye in tire, 3 for hitting inner circle, and 1 point for outer circle. Give each contestant five tries. High score wins.

GOLF CHIPPING

(1) From 25 feet, men have 5 shots, women 7, to chip teed-up balls into garbage can tilted slightly toward player. Use #7 iron; provide canvas backstop for safety. (2) Contestants chip from 25 yards to golf putting cup marked by flag and surrounded by concentric 1, 2, 5 and 10 yard circles. Score holed shot 20, 1 yard circle 10, 2 yards 5, 5 yards 3, and 10 yards 1.

PIE PLATE SAILING

Throw pie-plates or dishpans for distance or accuracy.

FOOTBALL PASSING

Tie old tire to limb of tree. Give each contestant five chances to pass football through hole or to hit the tire. Bullseye counts 10, hit counts 5.

KICK THE SLIPPER

Contestant takes off one shoe, puts on a large slipper, and kicks it as far as she can. Best for girls, but good for laughs with any group.

PROGRESSIVE GAMES

Picnic decathlon. Use 5 to 10 point-making games of skill or luck. Players proceed from one game to another adding up points scored on each. Highest total is picnic champion.

POOL OF GAMES AND STUNTS

JUMPING JACK

Best for boys and girls. Leader in center has boxing glove attached to long rope. Contestants form circle, leader swings glove in large arc. Touched contestants are eliminated.

SCAVENGER HUNT

Old faithful is particularly successful at picnics. Give contestants a list of common objects to acquire. Work in couples or groups of three or four. Booby prize to losers.

CANDY KISS HUNT

Child's event. Scatter generous quantity of paper-wrapped candy kisses in an area having grass high enough to cover kisses. At signal, kids look for candy, keep what they find. Boy and girl finding most get prize. Eliminates rough and tumble of the "scramble" events.

DOLL PARADE

Little girls decorate doll buggies. Variations for wagons, tricycles, etc. will include boys. Prizes to most attractive, original, funny, etc.

CRACKER WHISTLE

Give each contestant three soda crackers to be eaten any way desired. First one to whistle is the winner. Easier to judge in large groups than other type eating contests.

AGE OF BOSS' TIE

Only the boss knows until he announces its age. Winner gets the tie; boss gets a new one. Later, boss awards winner more appropriate prize.

GUESSING GAMES

Many possibilities. Everyone entitled to guess number of pennies in jar, seeds in watermelon, cherries in pie, weight of company official, etc.

PRIZES OF DISTINCTION

Oldest, youngest, tallest, shortest, largest family, oldest bachelor, kid with most freckles, fanciest hairdo, biggest feet, etc. Announce prize categories in advance of picnic.

ompany Picnics

tacks and cases of heat prostration.

Along this line, fat man races are bad. Just because a man looks strong, don't judge him necessarily in condition for a tug-of-war. Some events are suitable for children, but not for adults; youngsters know how to fall; adult bones are brittle.

Let's be sensible in selecting picnic events by choosing those with maximum safety margins. The picnickers will never know the difference, and they'll have just as much fun, whether participating or watching.

The events listed here have that safety margin built in. But they also include the necessary ingredients of comedy, suspense, skill, luck and plain fun that make the picnic the greatest participant activity in industrial recreation.

This list can't be all-inclusive; the number of picnic events is unlimited and each one can be varied to suit the special needs of your group. If one of your favorites is excluded, that doesn't mean it is not recommended.

The important point is to provide for safety and be considerate of your picnickers. A well-planned program will appeal to every one, including the painfully bashful child, the proud but easily embarrassed adolescent and the over-eager but over-weight athlete.

EVENTS FOR COUPLES

ARTIST'S DELIGHT

Each woman has lipstick and, on signal, starts "decorating" partner until second signal. Award prizes for most hideous job. Plan consolation prizes for men and be sure to have cold cream and towels ready. Stage on platform where everyone can see.

WATER BALLOON

Fill balloons with water and give one to each couple. Partners stand 5 feet apart to start. Balloon is thrown back and forth, one pace backward being taken by each contestant between throws. Last couple with unbroken balloon wins.

NECKTIE RACE

At starting signal, men run to women partners and hand them a necktie. Woman must tie it around man's collar, then the pair run back arm-in-arm to finish line. Prize for first to finish and best-tied tie.

SIR WALTER RALEIGH RACE

Man partner has two "cloaks" (pieces of burlap) which he places alternately in front of woman partner as she steps from one to the other. Woman stepping on ground disqualifies herself and her partner.

IDEAS FOR RACES

LOLLYPOP RACE

Children's event. Stick lollypops in ground 50 feet from starting line. Children race to lollypops, grab one and race back. First boy and first girl to finish win prizes, others keep their lollypops.

BAG BUST RACE

Contestants race 25 yards to paper bag, blow it up, pop it, race back to starting line. No fudging, each bag must be broken.

RUN TO MAMMA

For little tots. Course should be short. Give something to every participant with an extra prize to the winner.

BALLOON RELAY

Two teams. Leader of each given fan, with which he must fan balloon, placed on floor or ground, around a given point and back to starting line, where second team member takes fan and repeats. First team through wins.



PRIZES, especially for children, are a major part of any picnic, but can bring tears if improperly handled. This family is all smiles at British Columbia Electric picnic, Vancouver.



BEAUTY CONTESTS, serious or comic, can pull a big share of spectator appeal. Here, the Veterans Administration, Washington, D. C., crowns "Miss Amazon of 1959."



DELCO RADIO Horseshoe League members check scores on sheets designed by the Employee Relations section.

HOW TO HANDICAP HORSESHOES

Simple handicapping system revives the widespread appeal of horseshoes as a group activity for old and young, fit and fat

by ***JOE PERKINS,*** *Supervisor, Employee Relations*
Delco Radio Division, General Motors Corporation

Horseshoe pitching in a rut because of old fashioned ideas about "nothing is any good but the 'kill' game?" Not at Delco Radio Division of General Motors Corporation, Kokomo, Ind.

'Tis been said for years that the sport of pitching horseshoes needed creativeness and originality in order to make it a more popular group activity.

Over the years, scores of Delco Radio men have engaged in friendly lunchtime competition "out behind the tool room" or in one of several locations where stakes and shoes were provided on request.

But these short, friendly games led only to one result. Johnny Jones of the Tool Room and Mike Smith in the Final Assembly department always outscored the department competition to the point where it wasn't much fun anymore—especially for the poor guy who "couldn't quite get the edge."

This tended to ruin the game, but it did lead a small group to think about the problem and come up with a new approach.

As a result, the idea of handicapping entered the picture. Not an original idea because golf and bowling are handicapped—but is was definitely a new idea to us when applied to horseshoes.

Shortening a long story, here's what happened: the small group of "hot" pitchers approached the Employee Relations department with the idea of forming a plant-wide horseshoe league using a handicap system similar to bowling. It wasn't long before a successful league was in operation each Monday evening during the summer.

Teams consisted of four men with each man pitching 200 shoes. Team scores were computed on the basis of 75% of the difference between the total of all team scores. But that particular system had a few drawbacks—anyway, it was the system we used in 1958.

Last summer it was even better. A game consists of 25 frames, or 50 shoes, using the count-all system in which a pitcher gets everything within six inches of the stake. This tends to increase interest and develop skill while eliminating the endurance required in the "kill" contests.

Three games constitute a match, with one point awarded for each game won and one point scored for high three game total using the same 75% team handicap as in the previous year.

Now everyone is helping to hold up his team points at weekly matches scheduled at well-lighted public park courts. And what's better, even the poor guy who couldn't quite get the edge in the "back of the tool room" matches enjoys the game. And so do 75 other employees!

About the same time the Delco Radio league was getting underway, five employees at neighboring Conti-

Handicap Systems

DELCO RADIO METHOD

Average out game scores for one team or individual.
Average out game scores for all teams or all individuals in league.
Subtract single team average from total team average.
Multiply difference by 75% to determine handicap.

OHIO METHOD

Average out game scores for one team or one individual.
Subtract the average from 120 for individuals or from 480 for four-man teams.
Multiply the difference by 90% to determine handicap.

Individual Score Sheet

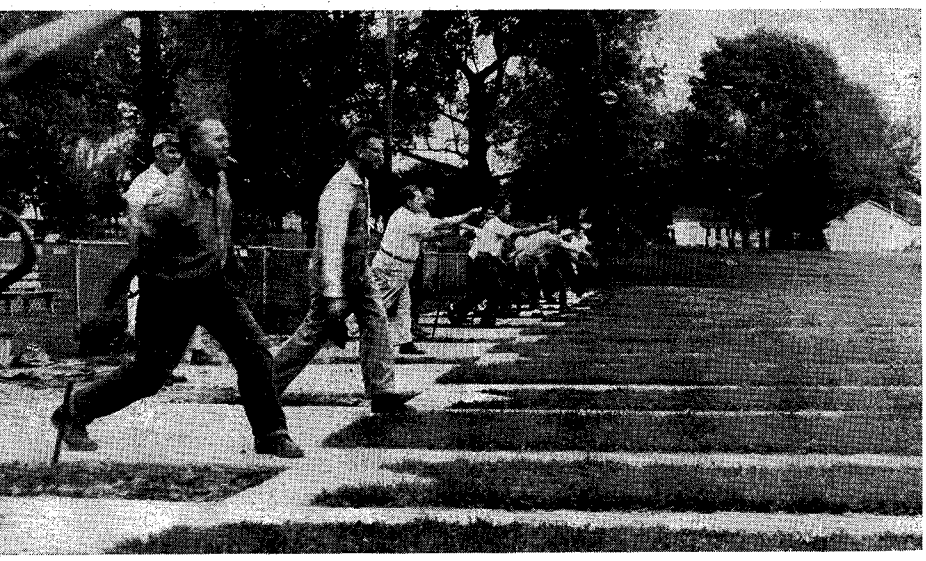
NAME _____ TEAM _____ DATE _____

SCORE IN FIGURES ONLY
No Score -
Points 1 or 2
Ringer 3
Double Ringer 6

XYZ COMPANY
HORSESHOE LEAGUE
1960

Innings	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	Points	Ringers
Pts. by Inning																											
Pts. Totaled																											
Pts. by Inning																											
Pts. Totaled																											
Pts. by Inning																											
Pts. Totaled																											

SCOREKEEPER _____ GRAND TOTAL



WELL DESIGNED public park 12-court-layout provides excellent facilities for the Delco Radio Horseshoe League. By using a handicap system, interest, activity and sportsmanship have become more important than pure pitching skill.

nental Steel Corporation approached recreation director Verne Vaught with a similar idea.

They met with Delco Radio and formed their own handicap league along the same general rules.

The result has made Vaught a highly enthusiastic advocate of handicap horseshoes. Continental Steel's league attracted eight teams and 65 employees, including "extras," during its first season. Each team played a 14-week double round robin, but this summer they expect a 12-team league.

Vaught attributes part of the program's success to the location of the horseshoe courts in a public park close to a picnic area and children's playground. "Some fellows take their families along, eat about 5:30 p.m., and the kids play while the 'ole man' is pitching horseshoes."

Both Delco Radio and Continental Steel have found that weekly bulletins summarizing team and individual records contribute greatly to sustaining interest.

The President of the National Horseshoe Pitching Association, when hearing about the Kokomo system, stated that he had never seen anything like it. But, they say there is nothing new under the sun, and after a little research it was learned that a different type of handicapping system has been used in the Ohio State Horseshoe Pitching Asociation Handicap League.

Unlike the Delco Radio system, the Ohio handicap is figured by taking 90% of the difference of a player's average score for 50 shoes from 120.

Both systems have their merits, and each can be used to compute individual as well as team handicaps if desired.

Under both systems all points count, example: Player X has a ringer and a shoe two inches from the stake, and Player Y has a ringer and a shoe four inches from the stake. Each man scores four points.

Team Score Sheet

AM _____ TEAM _____

CP.	PLAYER	Game 1	Game 2	Game 3	TOTAL
	Total Hdcp. Sub Total				
	Handicap				
	Net Total				
	Game won by				

Indicate by X in square

Team points won _____

HDCP.	PLAYER	Game 1	Game 2	Game 3	TOTAL
	Total Hdcp. Sub Total				
	Handicap				
	Net Total				
	Game won by				

Indicate by X in square

Team points won _____

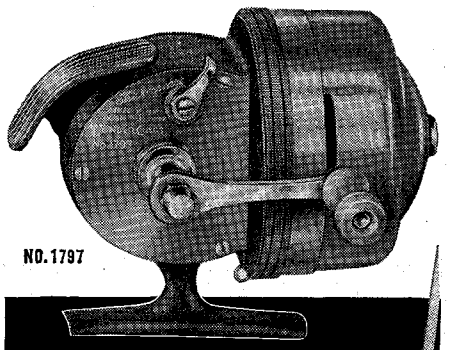
am Captain _____ Team Captain _____



"This push-button outfit stopped him cold on Campbell Lake in Michigan," says Marinus DeJong.

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Please send me, absolutely free, your big new fishing catalog and 1960 pocket fishing calendar.

TOP SPEAKERS SLATED FOR NIRA CONFERENCE

Duffy Daugherty, Rev. Bob Richards, Franklin Orth and other recreation leaders will address NIRA delegates

Headlined by an impressive list of nationally prominent speakers, the program for NIRA's 19th annual Conference and Exhibit in Detroit, Mich., packs a one-two punch of valuable information and ideas into the four-day session beginning May 22.

Duffy Daughtery, famous head football coach at Michigan State University will launch the opening general session with a forecast of the affects of automation on the importance of athletics.

Daugherty will be followed at the next session by Franklin L. Orth, executive vice president of the National Rifle Association of America. Orth, formerly with the Army Secretariat for Manpower, Personnel and Reserve Forces where he was responsible for all policy relating to the 1.5 million military and civilian personnel of the Army, will speak on "Industry—Top Gun in the New Leisure Age."

The Keyman's Breakfast will feature Rev. Bob Richards, recognized as the public speaking champion of all sports. The Olympic pole vaulting champion, who is leading a national fitness crusade as director of the Wheaties Sports Federation, will speak on the importance of physical fitness in the industrial recreation program.

Other key speakers include Dr. Ronald C. S. Young, General Motors business consultant; K. L. Young, Ontario Dept. of Education; and Theodore Vosburgh, president of the National Industrial Music Council.



REV. BOB RICHARDS, Olympic pole vault champion and Wheaties Sports Federation director will speak on fitness.

14 PANEL SESSIONS

In addition to these and other speakers, 14 panel sessions will be devoted to a wide range of recreation subjects.

A highlight of this year's conference will be special roundtable discussions for specific industries. Company representatives will be grouped by their industrial fields; i.e. heavy manufacturing, electronics, etc.; to forecast and discuss problems and solutions pertinent to their specific fields.

Small company delegates will find two panels devoted exclusively to their needs. Commissions, contracts and other vending problems will be discussed with leading representatives of the automatic merchandising industry.

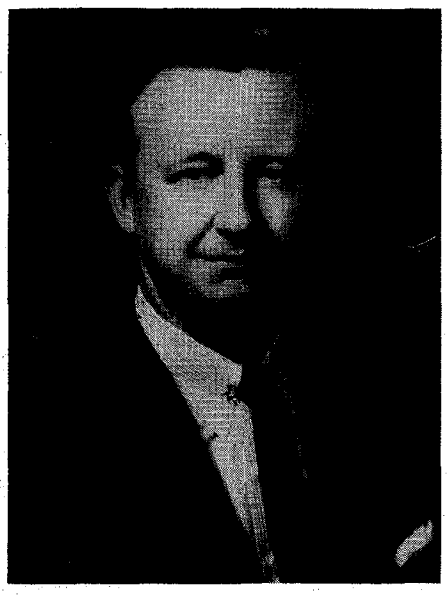
The National Bowling Council, the American Bowling Congress, Bowling Proprietors, Junior Bowling Congress, Brunswick and AMF will be represented in a special panel session to develop methods by which industrial bowling programs can be improved.

Other sessions will deal with evaluating bids for group travel, recreation's responsibilities in pre-retirement planning and team and program insurance.

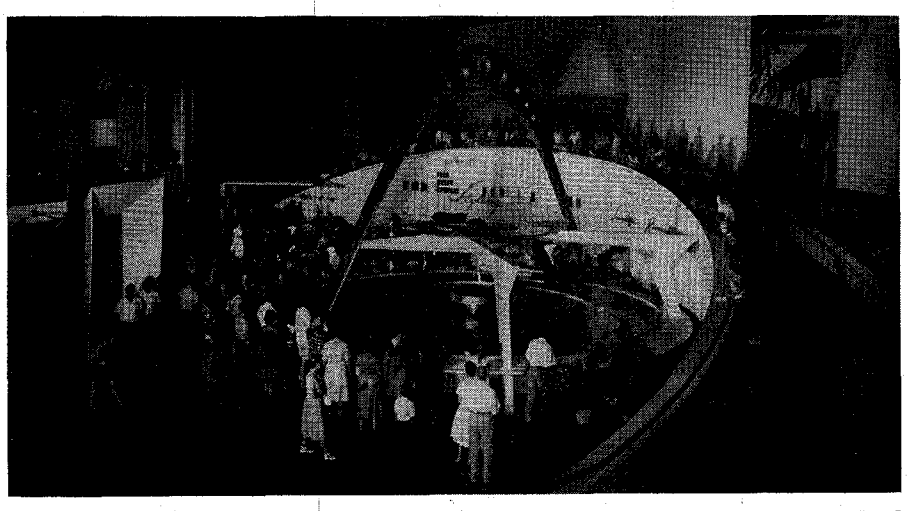
But no conference should be all work and no play. Entertaining and informative field trips will take delegates to the final assembly line at the Ford Rouge plant, to the Ford Rotunda and to the recreation area to observe the company's program in action.

On the final day, delegates will cross into Canada where they will be greeted by the Royal Canadian Mounted Police and Essex County Scottish Bagpipers. The annual banquet and floor show will be held at the Elmwood Casino, Canada's most popular night club with entertainment provided by name stars.

Complete details on conference registration and hotel reservations as well as the outline of all conference activities are listed on the folder inserted in the front of this issue.



FRANKLIN L. ORTH, executive vice president of the National Rifle Association will discuss industry's leisure role.



FORD ROTUNDA will be visited by conference delegates during a tour of Ford production and recreation facilities. Ford's International Employees' Art Exhibit will be on display in the Rotunda at the time of the NIRA tour.



JACK KRAMER
wears and recommends
CONVERSE
Tennis Shoes

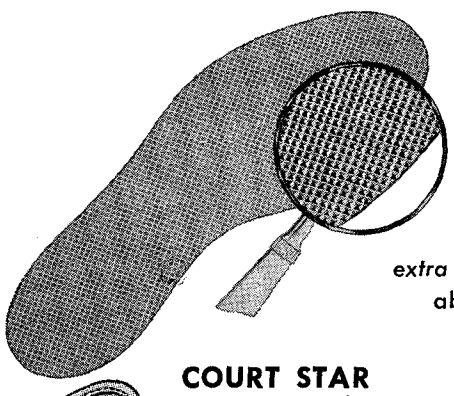
Jack Kramer, top man of the tennis world, recommends the shoes *he* wears — Converse! These favorites of professionals and amateur players are available in a choice of two styles and two action-proved soles to meet your individual requirements.



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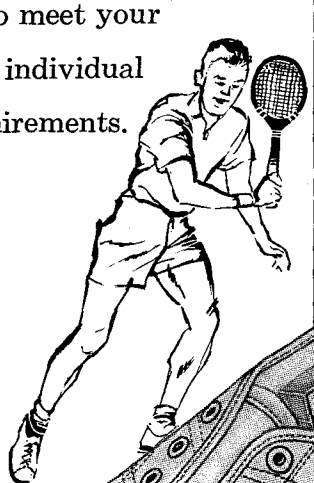


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COURT STAR (lace-to-toe)

NET KING (circular vamp)





CONVERSE Tennis SHOES

CONVERSE RUBBER COMPANY MALDEN 48, MASSACHUSETTS

BOWLING WORKS FOR INDUSTRY AND BUSINESS

JUNIOR CHEMISTS FIND FORMULA FOR FUN AT WYANDOTTE CHEMICALS!



A new generation of bowlers is coming up at Wyandotte Chemicals Corporation where bowling has been a successful company-sponsored activity for more than 50 years!

The youngsters play every Saturday on the company's own lanes in the Wyandotte Employees Club. Children as young as nine participate regularly. As a result, enthusiasm for bowling now runs through entire families at Wyandotte.

There are never less than one hundred employees on the lanes each night of the week – and there are Saturday and Sunday night bowling leagues, too. Earl Sonnenberg, Wyandotte's director of employee activities, says, "Bowling's our biggest employee activity. It's the one that brings whole families together under company auspices, and it provides the principal support for our Recreation Club."

Brunswick
CORPORATION

The No. 1 Name in Bowling

Hole in 1 tournaments

As a separate event or an extra attraction to your company golf outing, hole-in-one contests bring out aces and duffers

With one stroke even the incurable hacker can attain immortality. That's the magical appeal which spells success for any well-run hole-in-one tournament.

For the frustrated scratch golfer who has yet to record an ace, the opportunity for a short-cut to bravado can be greatly compelling. Then, wave the prize list before their eyes, and you have enough motivation to build the ace's contest into one of the year's top events.

Fortunately, of course, a hole-in-one is not necessary to win a hole-in-one tournament. In 11 years of running the world's largest hole-in-one tournament in Palo Alto, Calif., the tournament committee has found the odds to be 20,519 to 1 against an ace.

Consequently, in a company tournament, the ball that stops closest to the cup usually wins, and the measuring tape becomes the most important piece of tournament equipment.

The preliminary stages in organizing a hole-in-one contest are fairly obvious. Pick an easily accessible golf club and arrange to use a short hole of 150 yards or less with the tee near the clubhouse. Several firms have built temporary greens near the plant site.

PREPARING THE GREEN

Arrange to have the tournament hole centered on the green and draw two circles around it, one with a five foot radius, the other a 10 foot radius. The circles—about three inches wide for good visibility—can be swung from the flagstaff with wet or dry whitewash. The flagstaff should be thinner than the standard pin.

If you expect spectators, rope off the area and provide benches. Gather up the administrative supplies: staff table and chairs, score cards, score board (at least 4 x 6 feet), loud speaker and the all-important tape measure—steel preferred. Now you are ready to get down to business.

Decide if each contestant gets three or five tries for his ace and if he is to be allowed more than one turn on the tee. If five shots are allowed each turn, you can figure on scheduling 23 players an hour.

PERSONNEL REQUIREMENTS

On the green, two men are needed to measure shots landing in the circles, and, if you wish, women golfers' shots landing anywhere on the green.

Also, two boys are needed for retrieving balls and running them back to the tee. If you use caddies, pay them well, with the understanding that they don't solicit tips from each contestant.

If you are willing to take a chance on losing a few golf balls or having the wrong golf balls returned to a contestant, let each player use his own. Otherwise, it would be well to furnish balls. You will need about two and a half dozen for every 100 players. And don't forget plenty of tees.

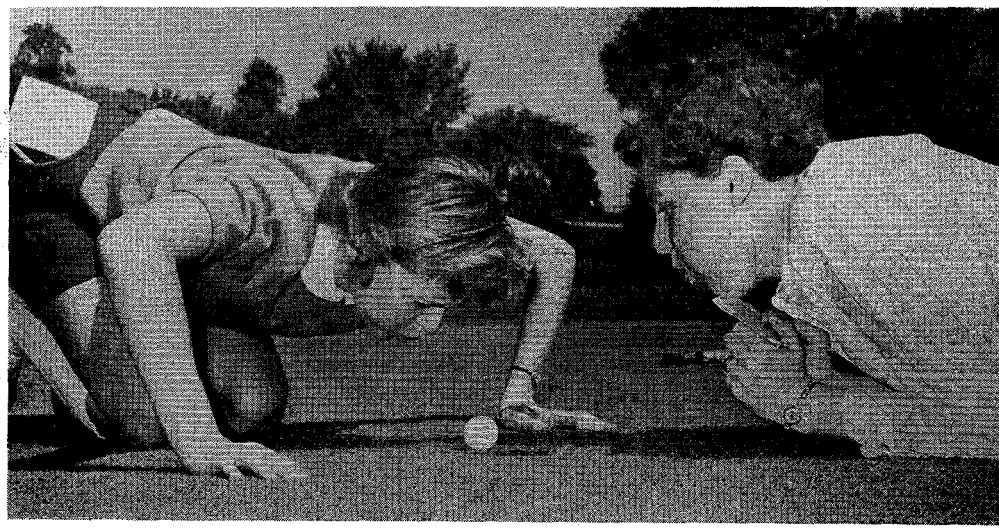
Three men are required on the tee to register players, take entry fees if required, tabulate results and keep the tournament running smoothly.

IMPORTANCE OF TIMING

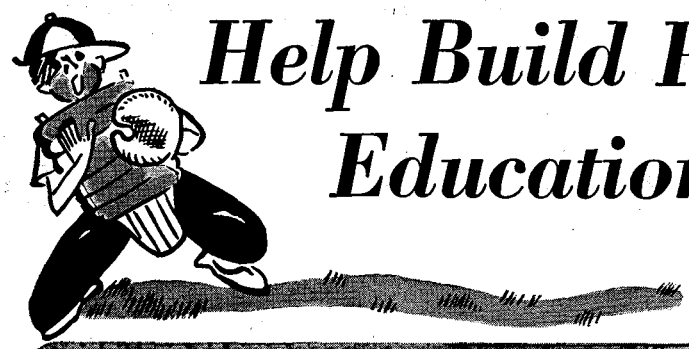
If you watch timing closely, a hole-in-one tournament can be used very successfully at a company outing when golfers are waiting for their tee times and when the early finishers are waiting for the others to come in.

It is equally successful as a benefit or fund raiser. If the event is to be self-sustaining, don't be led astray by the odds against a hole-in-one when making up the prize list. Save the big prize for the first hole-in-one, but have something almost as good for other aces.

In benefit events, if no one holes out, the practice has been either to revert unused prize money to the kitty or award the special hole-in-one prizes to the closest shots. As in any recreation event, provide as many awards as possible.



CLOSE COUNTS in a hole-in-one tournament, but these girls from Miller Brewing Co., Milwaukee, Wis., can't resist the temptation to help the ball into the cup. The odds against a hole-in-one are 20,519 to 1.



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16mm motion pictures, in brilliant color and sound to help you promote and organize physical education and recreation programs in your community. Ideally suited for school programs, club meetings, and leadership training.

CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

Shows the tremendous need for recreation today and the rapidly increasing demand for trained recreators. Takes you out in the field to show what a young recreator's life is like—his duties, responsibilities, activities.

$1,000 FOR RECREATION

Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how service clubs and other community groups can help.

LEADERS FOR LEISURE

Here's a dynamic film that stresses the importance and need for professionally trained leaders to insure the success of a community program. It's a story that every citizen should hear and see.

EVALUATING PHYSICAL ABILITIES

This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

PLAYTOWN, U. S. A.

Here's a fast-moving color film that will help you show your community the advantages of a recreation program. Illustrates the need for community recreation and shows how to organize a successful program.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

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Outstanding company programs

NOMINATIONS FOR HELMS AWARD OPEN TO MEMBERS

In a change of procedure, nominations for the second annual Helms Athletic Foundation Industrial Recreation Award may be submitted by each NIRA company member.

Last year, Helms Award nominees were seelcted by the NIRA Regional Directors. This year, each company will be responsible for submitting its own entry and completing the information on the nomination forms in order to be eligible for judging.

In addition, the Helms Award program has been expanded to provide for the selection of the outstanding company recreation program in each of the following membership classifications:

CLASS A: companies with less than 1,000 employees.
CLASS B: companies with 1,001 to 5,000 employees.
CLASS C: companies with 5,001 to 10,000 employees.
CLASS D: companies with more than 10,000 employees.

The Helms Rotating Trophy will be awarded to one of these four classification winners, who, regardless of its size, is judged to have conducted the most outstanding recreation program during calendar year 1959. An individual replica of the Helms Trophy will be awarded to the winning company's recreation director.

Official nomination forms will be mailed to all NIRA member companies by April 1. The forms will then be completed and returned to NIRA Headquarters not later than April 15.

Entries will be judged on the following seven points:

- Contributions to NIRA and industrial recreation in general. Includes company representation at conferences and workshops; membership on committees and panels; offices held on local, state, regional and national levels. Speeches and published articles.
- Leadership. Information on the number and duties of full and part-time recreation personnel and volunteer staff; training conducted in chairmanship, leadership, refereeing, parliamentary procedure, etc.
- Program. List of all activities by category (athletic, cultural, outdoor, social, lunch-hour), inter-company competitive activities, youth activities and new activities started in 1959.
- Facilities. List indoor and outdoor facilities used, indicating those that are company owned.
- Organization. Type of recreation program organization, i.e., company, employee, combination, other.
- Financing. Manner in which program is financed. Sources of funds and basis on which they are allocated.
- General achievements. Most outstanding achievements during 1959.

The information on the nomination forms may be supplemented by program brochures, recreation newsletters and bulletins, activities calendar and other supporting documentation.

Helms Award winners will be selected by a well-qualified panel of prominent recreation leaders.

Chaired by Col. Theodore P. Bank, president of the Athletic Institute, the judging committee includes: Robert Clark, president, U. S. Junior Chamber of Commerce; Floyd R. Eastwood, dean of student activities, Los Angeles State College; Tom Harmon, sports director, KNX, Columbia Broadcasting System, Los Angeles; Sidney L. James, editor, Sports Illustrated; Dwight Hauff, president, National Sporting Goods Association; Dr. Harold Meyer, director, North Carolina Recreation Commission; Rev. Bob Richards, director, Wheaties Sports Federation; and Harry Stuhldreher, assistant to the vice president, U. S. Steel Corp.



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BOAT CLUBS RACE TO POPULARITY

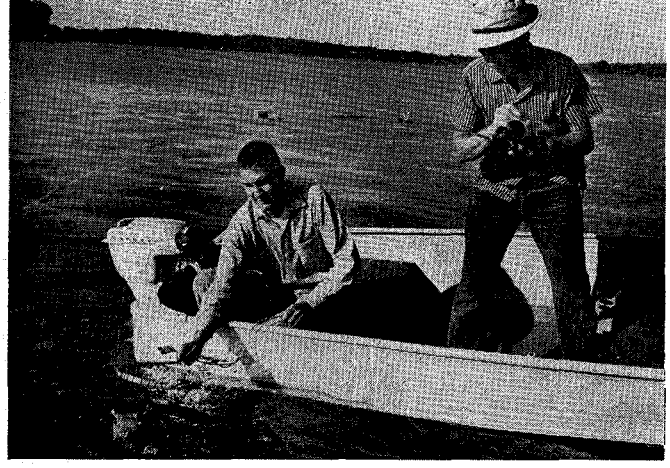
Sampling of NIRA members shows sharp increase in number of employee boat clubs

More than one-third of the industrial boat clubs in operation today have been formed within the past year.

This rapid rise in popularity, suspected by those in boating and industrial recreation circles, has been substantiated by the results of a recent sampling of NIRA member companies.

The survey, which studied the boating activities in 53 companies, disclosed that 19 of these firms sponsor organized boat clubs. Of these, some 40% were formed last year, and 80% were organized during the past 10 years.

Startling as these figures may appear at first glance, they closely parallel the phenomenal growth of boating to its present ranking as the nation's top family sport.



FISHING still ranks as the top activity for industrial boat clubs. Almost all groups sponsor an annual fishing contest, and several compete in inter-company events.

Since 1950, the number of outboard motors in use throughout the nation has doubled, the number of outboard boats sold each year has almost tripled, and the production index for recreational craft has increased 14 times.

These and other activities gathered by the Outboard Boating Club of America and the National Association of Engine and Boat Manufacturers indicate that the boating boom will ride the crest of popularity well into the 1960's.

Similarly, the NIRA study disclosed that of the 34 companies in the sample that do not have boat clubs, four firms are taking steps to organize this activity in 1960. Three of these companies are presently in the process of forming a club while the fourth has sent a questionnaire to its employees to determine the extent of their interest in a boating club.

Despite the present widespread appeal of boating, it is surprising that this "rich man's hobby" has attracted such a large force of business and industrial employees. Nevertheless, Outboard Boating Club figures show that while skilled workers comprise 14% of the employed population, they purchased almost 30% of the outboard motors sold last year. This is a greater portion of total sales than is attributed to people in professional and managerial occupations who comprise a greater percentage of the employed population than do skilled workers.

This factor helps explain the relatively large size of industrial boat clubs (see Table I). Three of the 18 clubs which indicated size of membership reported 1,000 or more members while another three clubs have 500 or more members.

HIGH AVERAGE OF INDIVIDUAL OWNERSHIP

Even in those cases where the company or employees association does not sponsor organized activities, a large number of employees own boats (see Table III). In the 24 companies reporting employee ownership, the average is 290 per company. Sixteen companies (all sponsoring boat clubs) classified employee boats by types.

Almost all industrial clubs are open to family members with such success that in cruising and picnic events the juniors actually outnumber men participants (see Table V).



CRUISING events are the second most popular activity on boat club calendars. Many firms throw in navigational tests and treasure hunts as an added attraction.

As expected, fishing still proved to be the number one activity for boat clubs, attracting the largest number of men and women.

To gauge the extent of interest at companies which do not sponsor boating programs, the survey asked what type of information and program aids each company would like to receive. Of the 39 firms without boat clubs, 26 requested boat club materials, thereby indicating a strong interest developing boating activities.

In cooperation with the Outboard Boating Club, NIRA will provide manuals on organizing a club, conducting special events, building facilities and other activities.

BOAT CLUB SURVEY

I. Number and Size of Boat Clubs

Number of companies surveyed	53	
Number with boat clubs	19	35.8%
Total number boat club members*	3,618	
Average number boat club members*		201

*One company did not indicate membership

II. Boating Facilities

	Number	Per cent
Clubhouse	6	31.5
Dock or moorings	6	31.5
Launching ramp	4	21.5
Other	7	36.8

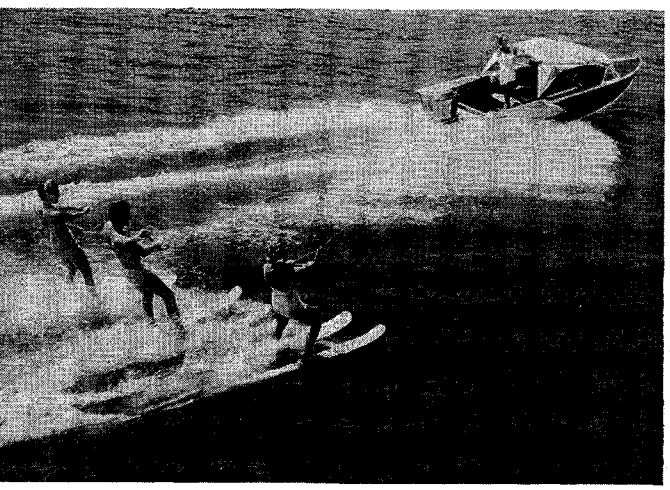
III. Number of Participants by Activity*

	Men	Women	Juniors
Fishing	5,800	2,355	2,430
Cruising	2,527	1,835	3,741
Picnics	2,142	1,952	2,595
Water Skiing	1,592	935	1,482
Racing	390	48	20

*15 companies reporting

IV. Company or ERA Contributes to:

	Number	Per cent
Purchase of boats	4	21.1
Purchase of equipment	5	26.3
Neither	12	63.2



WATER SKIING has proved to be a terrific interest booster of company boat clubs. Nationally, water skiiers outnumber snow skiiers almost 2 to 1.

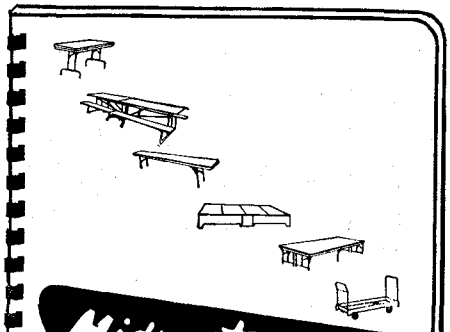
V. Number of Employees Owning Boats

	Number	Average
Total employee-owned boats*	6,974	290.6
Outboard**	4,791	299.5
Inboard	330	20.6
Sail	241	15.0
Canoe	33	2.1
Other	227	14.2

*24 companies reported total number of boats

**16 companies reported number of boats by category
Averages computed on that basis. Includes boat club members and non-members.

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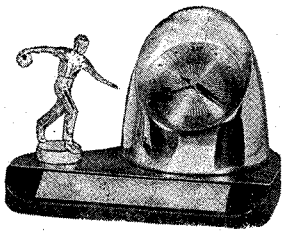


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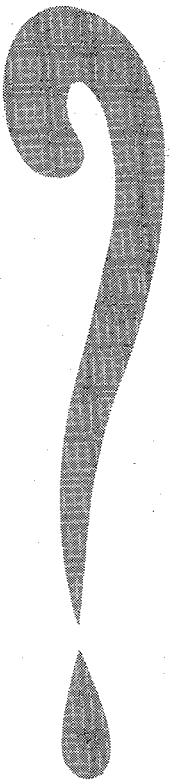
imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.

George Dickstein, umpire-in-chief of the Amateur Softball Association tests your knowledge of the rulebook with these pertinent questions on common, but often misinterpreted, situations in a typical game



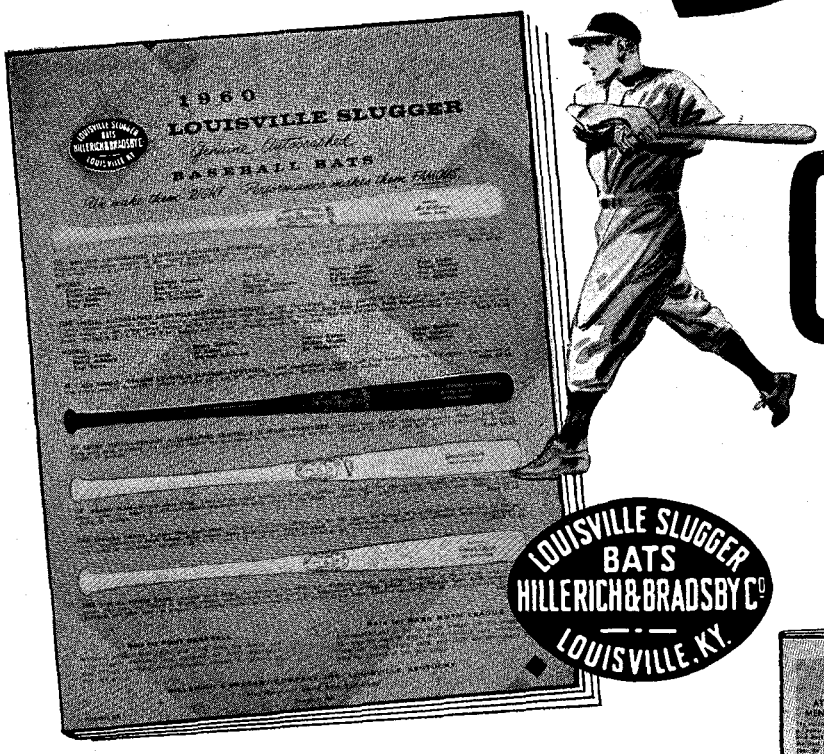
What's Your Softball IQ

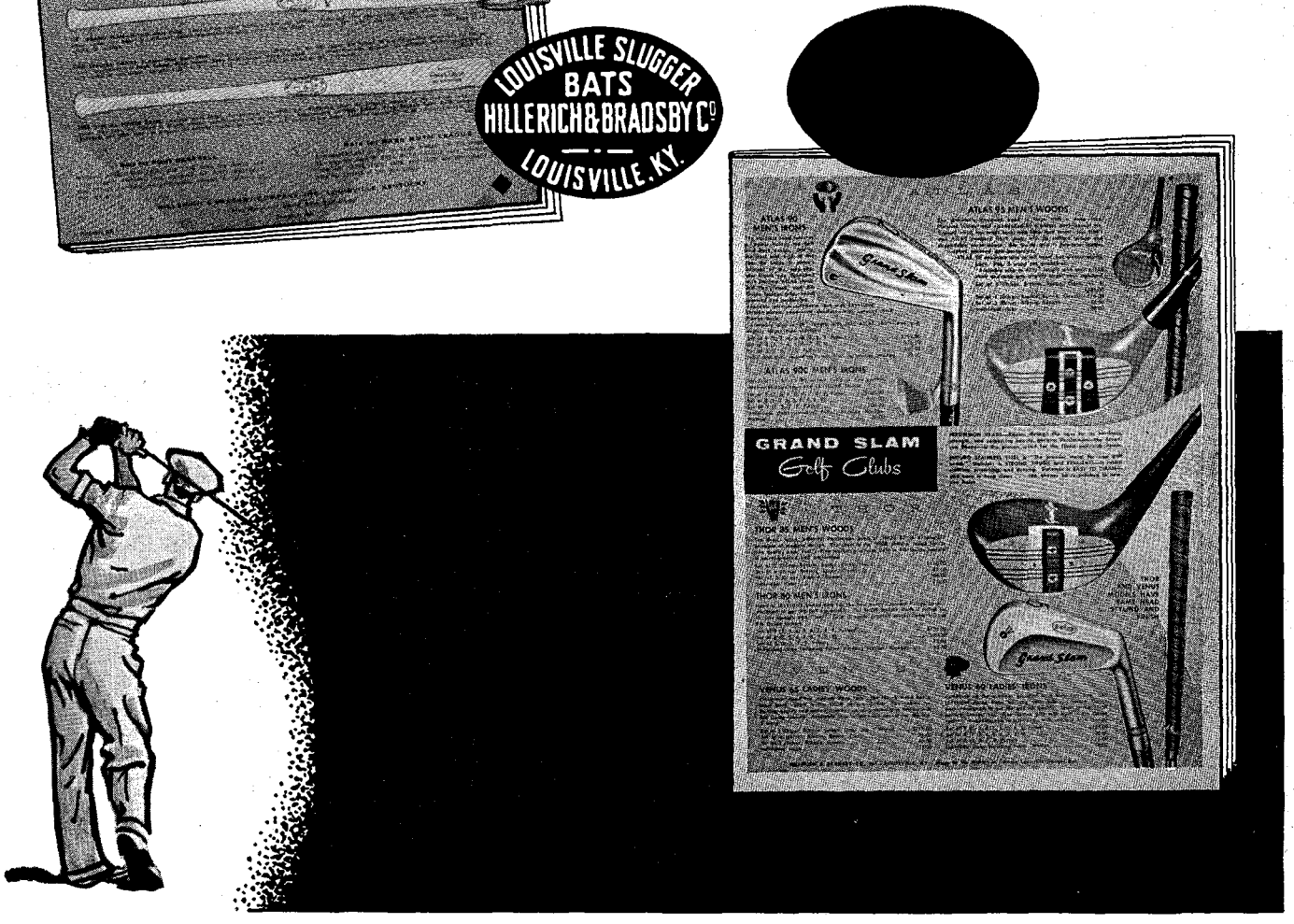
Circle the T for True and F for False, then check page 26 for the answers. You're in for a few surprises.

1. The pitcher is allowed to hold the ball in pitching position for not less than one second nor more than ten seconds before delivery ..... T F
2. Behind second base, a fair hit ground ball bounces off an umpire's foot. He declares the ball block ..... T F
3. If the opponents are willing to waive the rule, a regulation game may be played with one team starting with fewer than nine players ..... T F
4. Team A is leading 5-3 when Team B is reduced to eight because of injury. The score stands ... T F
5. The batter swings at but misses the ball. As he swings, the ball brushed his arm. He is awarded first base ..... T F
6. There is one out and a runner on first base. The batter hits a fair fly ball over the left fielder's head. The baserunner fails to touch second base on running home. The ball is thrown to the second baseman, who holds the ball on second base. The baserunner is out ..... T F
7. There are runners on first and third bases with one out. The catcher drops the third strike. The batter is out ..... T F
8. Two infielders attempt to field a ground ball. The runner interferes with the fielder who does not field the ball. The runner is out ..... T F
9. Notification of intent to protest must be made before the next pitch is delivered ..... T F
10. A regulation tie game is to be replayed from the last complete inning ..... T F
11. A ground ball lands within the infield and rolls foul after passing third base. It is a fair ball ... T F
12. There are runners on first and third bases with two out. A fair hit is made. The runner from third is across home plate before the runner from first is put out at second. The run does not score ..... T F
13. The pitcher, standing in pitching position, intentionally drops the ball. It is called a ball .... T F
14. If, after warning by the umpire, any one of the rules of the game is deliberately violated, the game shall be forfeited ..... T F
15. When a thrown ball strikes an umpire on foul ground, the baserunners may advance one base at their own risk ..... T F
16. A batted ball which touches the third base bag and goes into foul territory is a foul ball ..... T F
17. A batted ball hits the umpire in fair territory before being touched by a fielder. The scorer credits the batter with a base hit .. T F
18. There is a runner on second base. The batter hits a fair ball which bounces and strikes the runner going to third before it passes any fielder. The batter becomes a baserunner with liability of being put out ..... T F
19. A throw to second base which goes into foul territory is an overthrow ..... T F
20. The pitcher assumes his pitching position with the ball in both hands in front of his body. As soon as he takes one hand from the ball to start his delivery, the baserunner may advance ..... T F
21. There are runners on first and second bases. The batter hits a high foul toward left field. The runners who are standing on their bases, start to advance after the fielder catches the foul. They must return to their bases ..... T F
22. A batted ball which comes to rest on home plate is a fair ball ..... T F
23. With one out and the bases loaded, the batter hits a fly ball which lands inside the first base line and is fielded by the first baseman. The batter is out and baserunners must return to their bases ..... T F
24. The catcher attempts to throw out a runner stealing third base. The ball goes into foul territory and comes to rest against the grandstand. The runner is entitled to come home without liability of being put out ..... T F
25. A pitched ball at which the batter strikes hits him. A strike is called and the ball is in play .. T F
26. The baserunner going from second to third base runs about five feet outside the base line and behind the shortstop who is attempting to field the ball. The baserunner is out ..... T F
27. All bats must be equipped with a safety grip ... T F
28. Any style of pitching delivery is legal as long as the pitching hand is below hip level on release T F
29. It is permissable for any player, except the pitcher and catcher, to be stationed at any spot within fair territory ..... T F
30. A fielder interferes with a baserunner. All baserunners are awarded one base ..... T F

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"Loafer's Heart," A Problem

"Lack of exercise is suspected of being a cause of heart disease and is a threat to Western civilization," report five medical researchers.

Doctors from four different countries reported at a meeting of the American College of Physicians in Chicago, that in terms of natural biological characteristics of the human race, as it has presumably existed for thousands of years, it is not the so-called "athlete's heart" which should be considered abnormal, but rather, the degenerating, inadequate "loafer's heart."

Softball: Progress Report

At the Amateur Softball Association's recent Miami convention, Executive Secretary Gene Martin announced that the association's youth program now numbers 2,823 teams involving 42,834 players—an increase of more than 50%.

Martin also disclosed that participation is on the increase with adults as well. Counting both fast and slow pitch leagues, there is a rise of some 10,000 leagues, or 15%, in the last year.

Slow pitch has become the greatest thing in softball since the founding of the ASA, delegates were told. The slow game with continuous action has seen a play increase of 25% over the previous year.

In other ASA business, Jones Beach, Long Island, N. Y., was selected as the site for the 1960 men's world fast pitch tournament, Sept. 16-23. Women's fast pitch will again be staged in Stratford, Conn., starting Sept. 3, with national television coverage by NBC.

Dates have not yet been chosen for the slow pitch tournaments. Toledo will host the Open meet while Louisville will be the scene of the Industrial playoffs.

Beautiful Bowling

Design innovation at the recently opened Holiday Bowl (see photo), in suburban Chicago, features a unique "V" shaped arrangement of 64 Brunswick automatic lanes.

The center wedge area, formed by the angled banks of 32 lanes, provides a convenient location for added bowler and spectator facilities.

Within the wedge is the control desk, a "sunken garden" cocktail lounge, snack bar, nursery, locker rooms and free meeting rooms for church and civic organizations.

Robot Restaurants Payoff

About 1.7 million employees, students and others now obtain at least one meal a day from vending machines, according to a recent story on the vending industry in the Wall Street Journal.

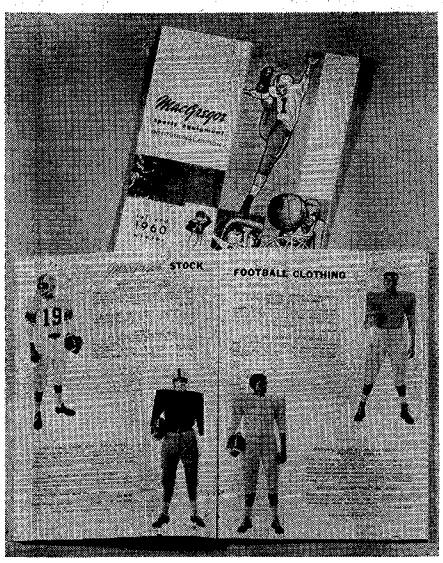
It pointed out that as recently as 1954, only about $10 million worth of meals were sold through vending machines, but by 1958, sales had climbed to roughly $130 million.

"Now they're running at an annual rate of more than $200 million and are a major factor in the steadily rising volume of the industry that sells $2.2 billion a year of merchandise through vending machines."

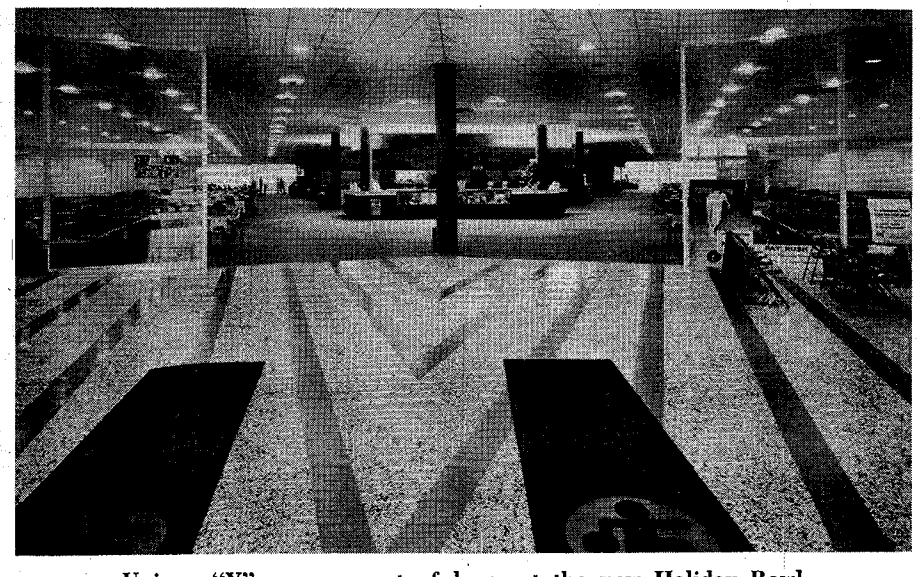
The article stated that these "robot restaurants" are credited by employers with lifting morale at a cost substantially below that of conventional company restaurants.

"The New York Telephone Company receives about $40,000 annually in commissions from automatic feeding installations in 10 of its Manhattan office buildings. Formerly, the big utility paid $20,000 a year to feed the 5,000 employees at these locations."

The automatic feeding program for 12,000 employees at General Electric's Lynn, Mass., plant is run on a break even basis to the company, in contrast to an annual loss of $80,000 when GE ran its own cafeteria.



MacGregor 1960 Institutional Catalog



Unique "V" arrangement of lanes at the new Holiday Bowl

Flying Figures

Some 77.6 million passengers will be using domestic airlines in 1965, the Civil Aeronautics Board predicted last month. This represents a terrific increase over the 48.4 million using U. S. air carriers in 1959.

Nevertheless, the CAB forecast shows a declining rate of growth for the next five years. Whereas the rate of growth—the percentage increase in passengers—was 10.5% in 1959, the Board sees a rate of only 4.9% in 1965.

The Board said that airlines have shown a declining trend for most of the 1938-1958 period. The number of passengers using airlines now amounts to only 9% of the adult population.

Firing Deadline Nears

One month remains for company marksmen to enter 2nd annual NIRA Postal Rifle and Pistol Matches

Industry's second annual postal rifle and pistol contest enters its last month of competition as the firing deadline of April 30 rapidly approaches.

Co-sponsored with NIRA by the National Rifle Association, the contest is open to any employee of a NIRA member company. Official entry forms have been mailed, but additional copies may be obtained by writing NIRA, 203 N. Wabash, Chicago 1, Ill.

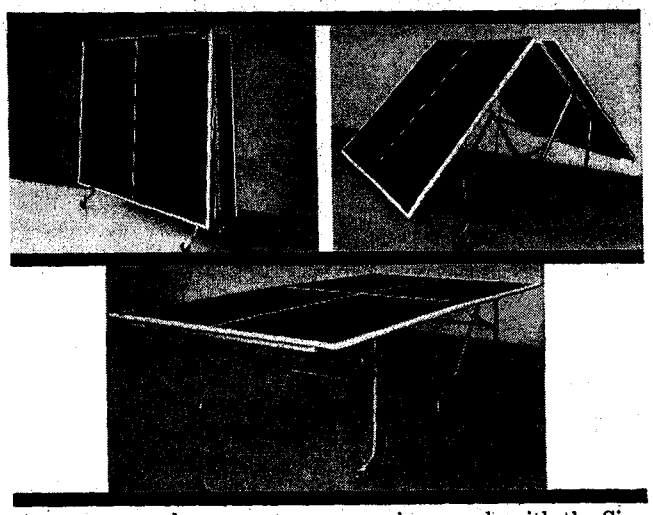
Competition is open in eight different classifications: team and individual .22 caliber and gas-operated rifle and pistol.

Upon receipt of the entry forms, registered targets will be mailed to each participant. These may be fired at any time, on any range, providing they are returned to the National Rifle Association before the April 30 deadline. Entry fee is $1. per individual or $4. per four-man team.

National and regional champions will be named in all eight matches and trophies will be awarded at the 19th annual NIRA Conference and Exhibit in Detroit, May 22-25.

Individual regional awards for all matches will be provided on the basis of one award for every 10 entries in each of the eight NIRA regions. National awards will be presented on a similar basis. Members of championship teams will also receive individual awards.

roll it in . . . . **PLAY**
roll it out . . . **TUCK IT AWAY**



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COURSE MATERIAL INCLUDES:

The most professional training of its type, this course teaches the guide's special tricks that make even the most seasoned hunters marvel at their ingenuity . . . something that will make your hunting and fishing trips always a success. Compiled by William J. Ritchie, who calls himself, "The Best Damn Guide in Northern Ontario."

The course consists of 15 separate books, each containing from four to 10 lessons.

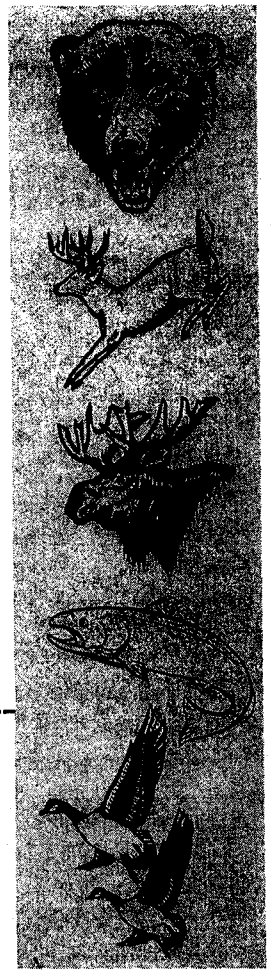
HOW TO REGISTER:

Fill out and mail the enclosed coupon. The course sells for $39.50 or $5 down and $5 per month for seven months. Each book will be mailed to you separately with a questionnaire to be mailed back with your answers.

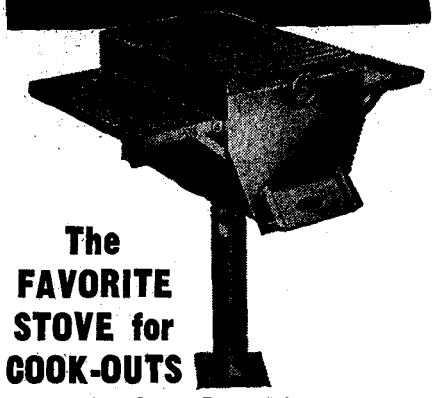
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RM RECREATION ROUNDUP

Still More Travelers

With four more companies announcing plans for employee group tours, 1960 appears certain to break all records in industrial travel.

Despite increased traffic to Hawaii and Mexico, Europe still holds a commanding lead as indicated in the following rundown of the latest trips to be reported:

- Eastman Kodak Company, Rochester, N. Y. Four flights to Europe; three for active personnel, one for retirees; each of three week duration, departing at intervals between July 29 and Sept. 17. Average individual cost for the entire package: $800. Arranged with TWA and BOAC.
- Corning Glass Works, Corning, N. Y. 24-day tour of Europe with optional side trip to Oberammergau. Price: $699., with TWA.
- Scovill Manufacturing Company, Waterbury, Conn. 14-days to Europe, special side trips.
- Union Bag-Camp, Savannah, Ga. Two Spring cruises; one to Bermuda, the other to Nassau, six days. Price: $115. and up for Nassau, $145 and up for Bermuda. By Hamburg-American Line.

Double Purpose: Double Gain

Needing a vast water supply to cool the condenser coils of its power generating facilities in Rockdale, Texas, the Aluminum Company of America constructed an 850-acre artificial lake in 1954 and opened it to the public for maximum recreational use, not in conflict with its primary industrial use.

In a two-year period since the opening, Alcoa Lake supported about 40,000 fishing trips for a total catch of some 26,000 bass and many more crappies and catfish.

Such public-spirited programs greatly supplement the nation's wildlife conservation efforts and relieve the urgent need for additional recreation areas.

Whatta Program!

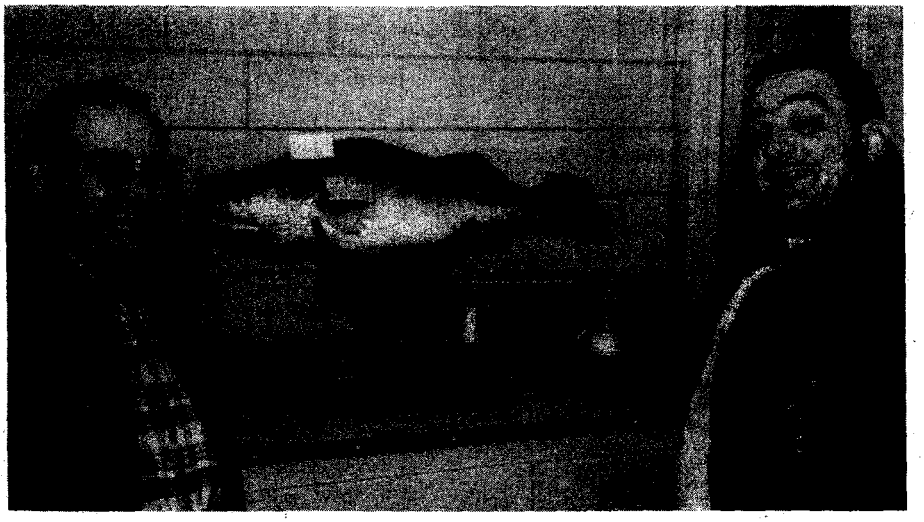
Employee participation in Ford Motor Co.'s 1959 recreation program totalled 1,759,432 employee attendances in more than 50 separate activities.

The following breakdown of a few of the activities gives an idea of the Ford program's extensive appeal:

- Bowling: more than 7,000 men-women keglers competed in Detroit-area leagues and company-wide telegraphic events.
- Golf: upwards of 3,500 linksters hit the fairways in 120 Ford leagues.
- Softball: more than 3,600 men and women saw diamond action in the Ford Employees Softball Association.
- Christmas parties: 14 company gatherings drew a record 47,432 employees and their children.

18 Years of Leisure in 1959

"We packed 18 years of leisure time into 1959," says Roy Ellington, recrea-



PRIZE CATCH in Hamm's Skylander's annual ice fishing contest is this big Walleye weighing in at 11½ lbs. Both men in the photo were fishing the same hole, alternately attending the line. A third man was needed to help land the beauty.

FINAL STANDINGS: National Industrial Basketball League

Team	W	L	Pct.	GB
Bartlesville Phillips 66ers	24	8	.750	—
Wichita Vickers	22	10	.688	2
Akron Goodyear Wingfoots	18	14	.563	6
Cleveland Sweeney Pipers	16	16	.500	8
Peoria Caterpillars	16	16	.500	8
San Francisco AJL Investors	15	17	.469	9
Seattle Buchan Bakers	14	18	.438	10
Denver D-C Truckers	12	20	.375	12
New York Tuck Tapers	7	25	.219	17

tion counsellor at the vast facilities of Kaiser Aluminum & Chemical Corporation, Ravenswood, W. Va.

"Furthermore," Ellington continued, "we anticipate nearly 27 years of leisure time participation in our recreation program during 1960."

The measurement of leisure time in years, he explained, merely represents the total number of hours of participation by Kaiser Aluminum employees at the Ravenswood Works. Actual participation in 1959 amounted to 156,665 manhours. Participation is expected to exceed 233,000 manhours in planned programs in 1960.

With a 900-acre recreation area, developed to a great extent by the employees' volunteer efforts, Kaiser's program covers virtually every athletic, cultural and social activity.

Mid-West Golf All Set

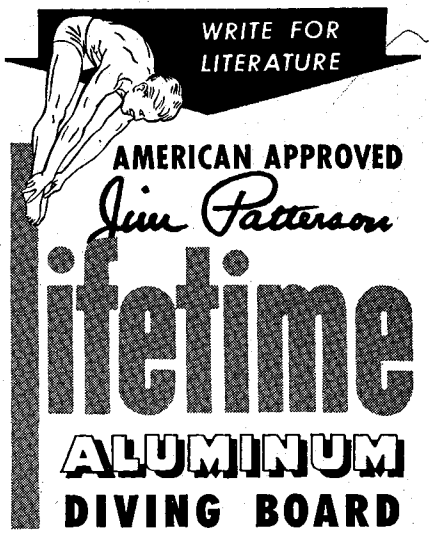
Plans for the 15th annual Mid-West Industrial Golf Championships to be held Aug. 20 and 21, in Pontiac, Mich., have been completed by tournament cosponsors, The Goodyear Tire & Rubber Company and Ford Motor Co.

For the third consecutive year, the tournament will be run in three divisions for both teams and individuals classified according to average scores. The event annually draws about 90 Mid-West industrial teams.

Entry fee is $20. per team, to cover trophies and operating expenses. Each team will pick up its own expenses including $3. per day green fees. Entry blanks were mailed early in April or may be obtained from Ray O. Detrick, executive secretary, Mid-West Golf Tournament, The Goodyear Tire & Rubber Company, Akron 16, Ohio.



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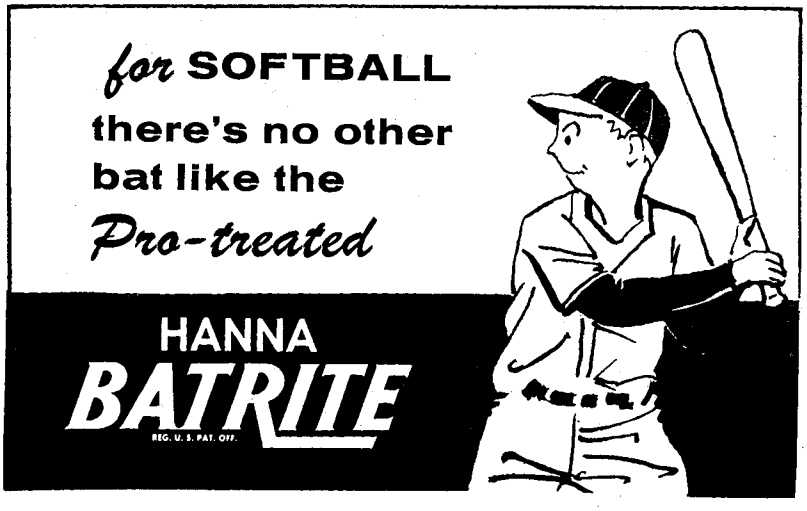
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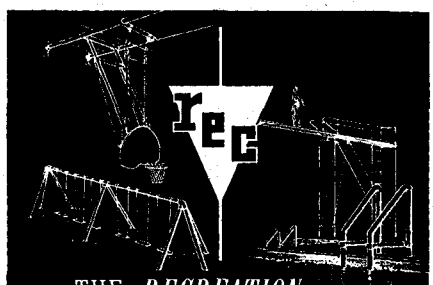
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6″ size—$1.50 ea. 8″ size—$1.75 ea.
Check or M.O. No COD's.
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CP23—RECREATION MANAGEMENT

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CP24—RECREATION MANAGEMENT

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

R/M N.I.R.A. NEWS

Photo Contest Interest High

Heavy correspondence and numerous articles in company house organs reflect considerable interest by member companies in NIRA's first Employee Photo Contest.

Running the full calendar year of 1960, the contest is open to any amateur photographer of a NIRA member company and his family. If desired, individual companies may restrict eligibility to employee association or camera club members.

No entry fee or official entry form is required. Each contestant merely prints his name, address, name of company and recreation director on the back of each photo submitted. Complete rules appeared in the February issue of R/M and will be reprinted in forth-coming issues of the NIRA Newsletter.

Entries may be submitted in either of two classifications: Open and Recreation. The Open Division places no restrictions on photo subjects, while those entered in the Recreation Division must have been taken of some phase of the contestant's company recreation program.

Winner of the Open Division will be awarded a week's vacation for two in Mexico City with expenses paid for air transportation to and from his home, meals, lodging and sightseeing.

Numerous merchandise prizes will be awarded to other entrants.

California Conference

Ninety-six industrial recreation directors met in San Jose, Calif., Feb. 13 and 14, for NIRA's 10th annual California Industrial Recreation Conference.

Headed by chairman Newton E. West, Helms Bakeries, with able assistance by Lon K. Anthony, Lockheed, and J. T. Schultz, Convair, the conference program featured discussion sessions on Activities that Appeal to Special Groups, "Are You Liable," Training Volunteer Leaders, Recreation Administration and a question and answer panel.



HELICOPTER fiight took (l-r) North American Aviation's Newt Huston, director of planning and organization; Don Neer, NIRA executive secretary; and Ken Kellough, NAA recreation and welfare administrator, on an inspection tour of North American's impressive recreation facilities in Los Angeles, Calif.

Key speeches were presented by NIRA President John Leslie, recreation manager, Minnesota Mining & Mfg., St. Paul, Minn.; Dr. Tom Yukie, recreation coordinator, U. of California; and Don Neer, NIRA secretary.

St. Louis Luncheon

St. Louis, Mo., was the site of a special NIRA Region VI Luncheon, Feb. 10, to acquaint St. Louis area industry with the scope and extent of NIRA services and to assist in the development of a St. Louis industrial recreation council.

Organized by NIRA Region VI Director Dean Moneymaker, recreation director, International Shoe Co., and Bert Granville, recreation director, McDonnell Aircraft Corp., the meeting was attended by representatives of 23 St. Louis business and industrial firms.

The program highlighted speeches by NIRA President John Leslie and Executive Secretary Don Neer.

Answers to Softball Quiz, page 17

1. False
2. False
3. False
4. False
5. False
6. False
7. True
8. False
9. True
10. False
11. True
12. True
13. True
14. True
15. True
16. False
17. True
18. False
19. False
20. False
21. False
22. True
23. False
24. True
25. False
26. False
27. True
28. False
29. True
30. False

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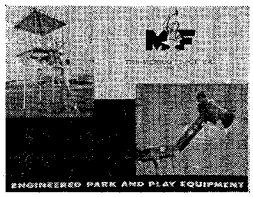
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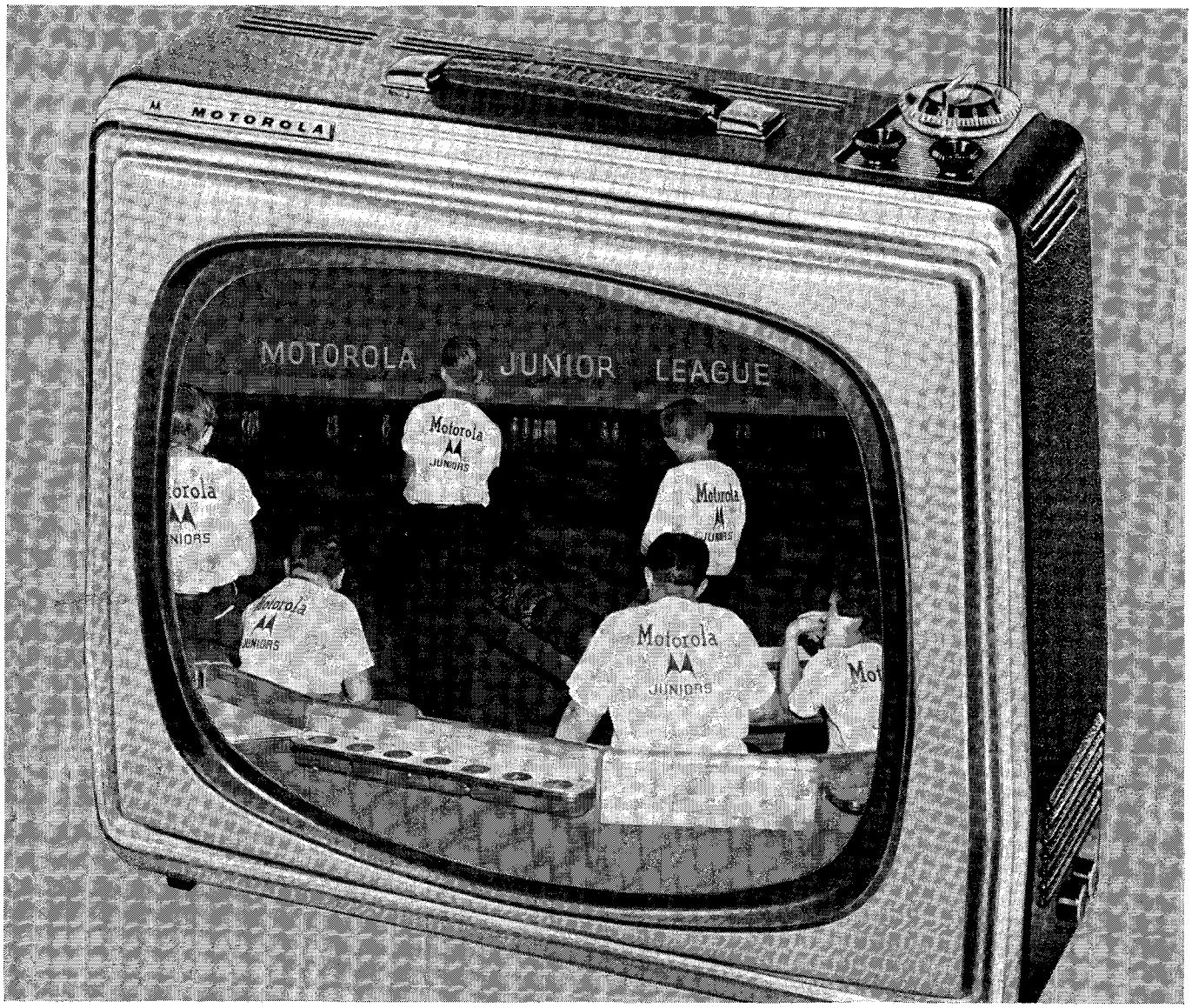




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THE MEXICO FORGE, INC.
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We've made Motorola more than "just the place where Daddy works!"

Every Saturday morning, Motorola sponsors bowling leagues for more than 70 of our employees' youngsters . . . in addition to our regular 14 adult employee leagues.

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And, the relaxed, cheerful atmosphere of today's modern bowling center provides an ideal setting for employees and their families to form firm friendships—to find personal reasons for believing that Motorola is a good place to work.

We are sure that these new personalized feelings about our company and the people who work here give definite lift to employee relations and morale in general!

Sincerely,

Wally Dowswell

Recreation Director
Motorola, Inc., Chicago, Illinois

For detailed information on how bowling leagues boost employee relations for *your* company, write to: The BRUNSWICK-BALKE-COLLENDER COMPANY, 623 S. Wabash Ave., Chicago 5, Illinois.

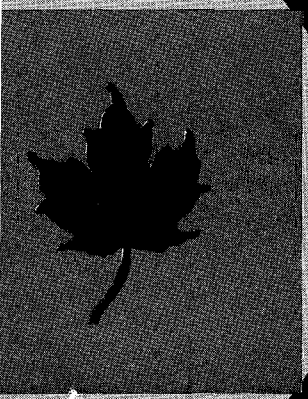
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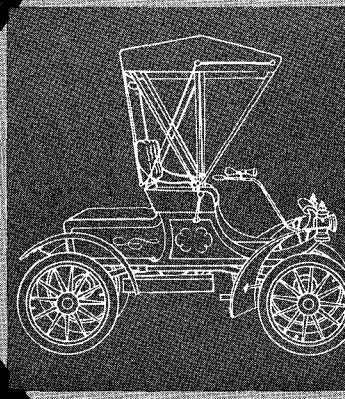
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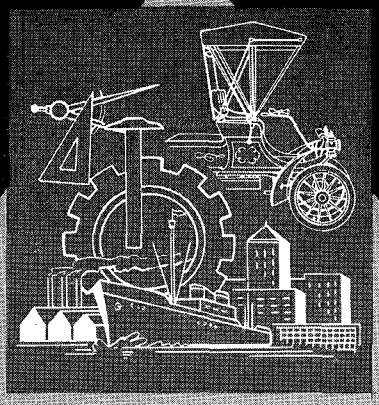
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THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

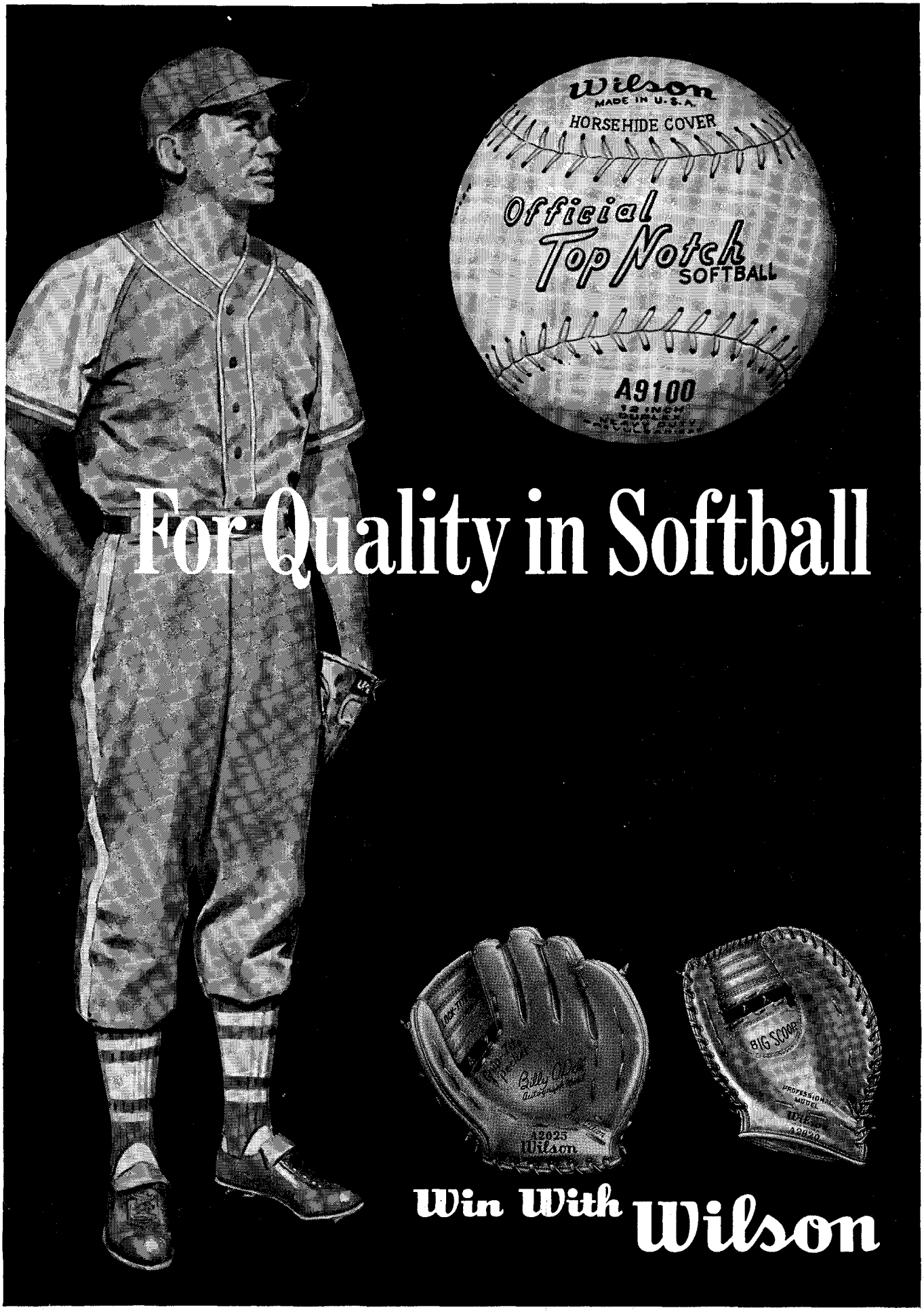
Special Conference Issue







THE BIG HEADACHE page 8
COMPLETE TRAVEL CHECKLIST page 10
GOODYEAR AIRCRAFT WINS NIBT page 12
CONFERENCE HIGHLIGHTS page 18



For Quality in Softball

Win With Wilson

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IN JUNE R/M

Special playground issue provides tips on planning your area, ideas for building and a look at imaginative new products and services. Other features present methods to measure program participation, to prepare annual program reports and to budget effectively.

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Shooting is rapidly becoming an important part of many company recreation programs. The reasons are simple: convenience, economy, participation. If land is available, a shooting program can be established at little cost, on a "bring your own gun" basis, if necessary. Employee interest runs high because any type of shooting is naturally exciting. In addition, it's not overly time consuming or expensive. Employees can shoot for an hour or so and still get home to an early supper. Hunters have a place for off-season practice, and experienced shooters naturally become the beginner's teachers. Teams and interteam competition quickly follow. Morale skyrockets.

Whether you're thinking of a rifle or pistol range, or trap and skeet fields, write to our Shooting Promotion Department for helpful information. Trained specialists will help you decide on the facilities and program best suited to your aims.

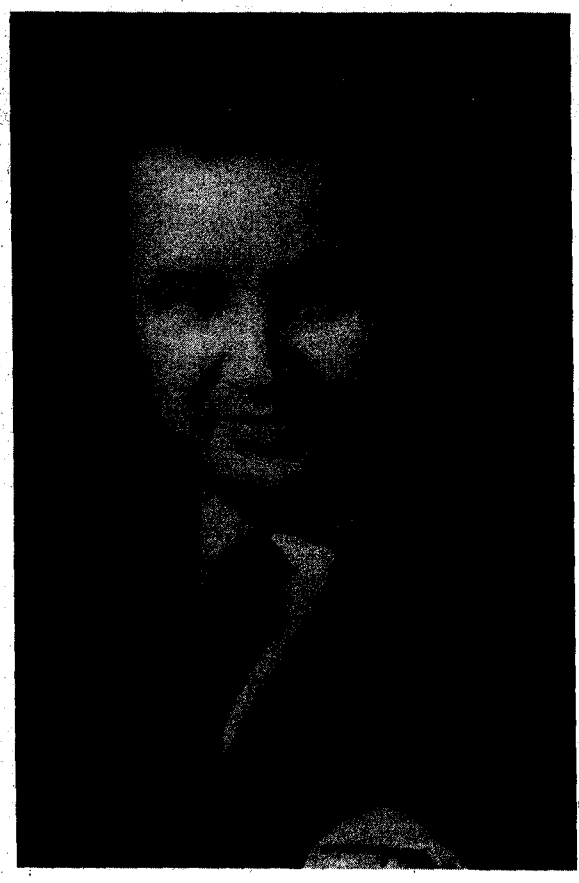
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TOP MANAGEMENT SPEAKS:

Recreation in industry is a practical expression of the company's concern for the well-being of its employees

THE BENEFITS OF EMPLOYEE RECREATION ARE INTANGIBLE, BUT THEY ARE INDEED SUBSTANTIAL ONES



A popular feature in many American homes is the place where the family gathers to relax and just have fun together. It may be a room set aside for that purpose, complete with television and ping pong table, or perhaps a corner of a living room with a shelf to hold books and games.

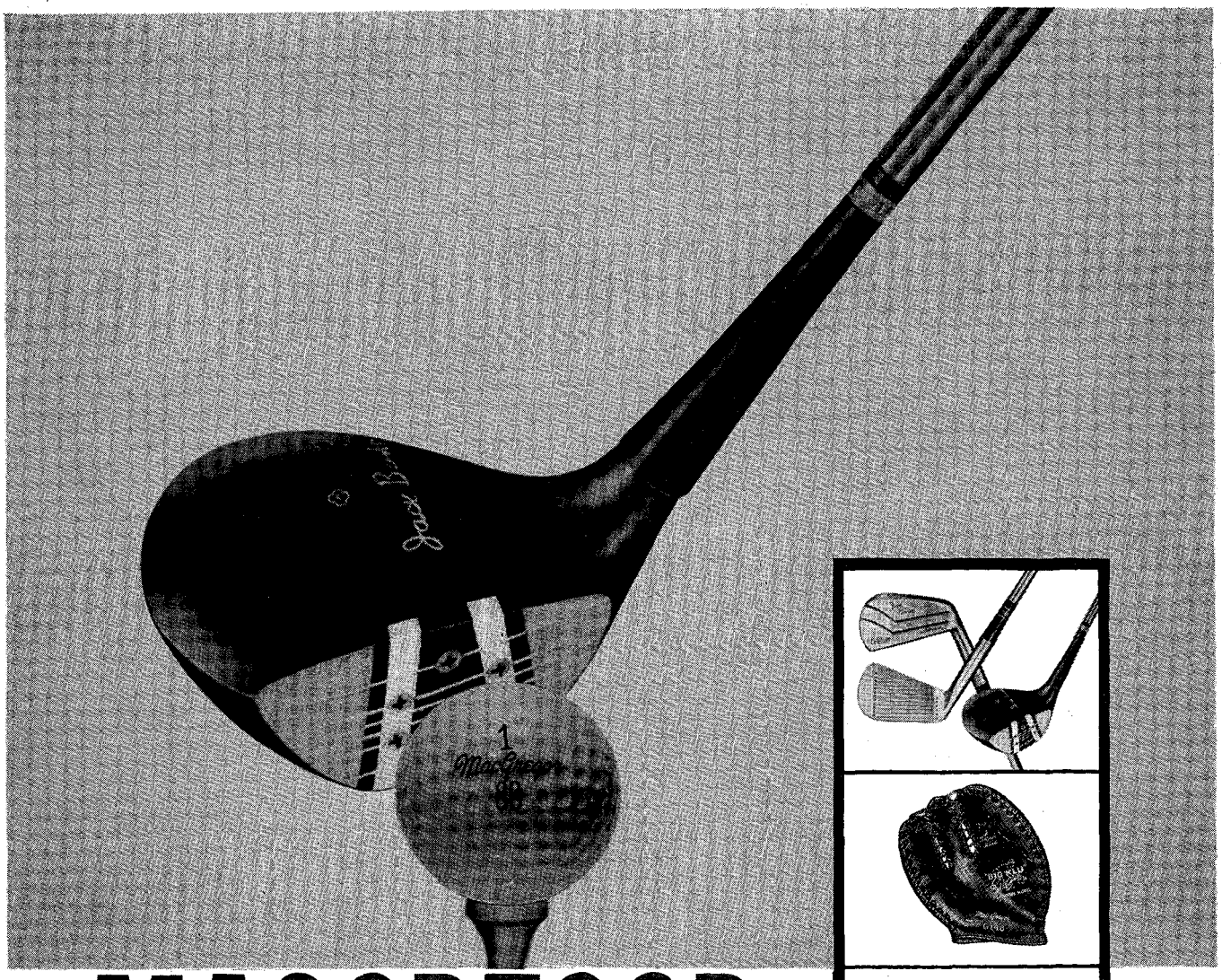
Here an important family ritual is performed as children and parents and friends put aside the problems of the day to share a common and pleasant experience. Play is an important and necessary part of good living. It is humanizing. It reaches across the barriers of age, custom and discipline, so that father and son get to know each other as people. It adds warmth and pleasure to family life.

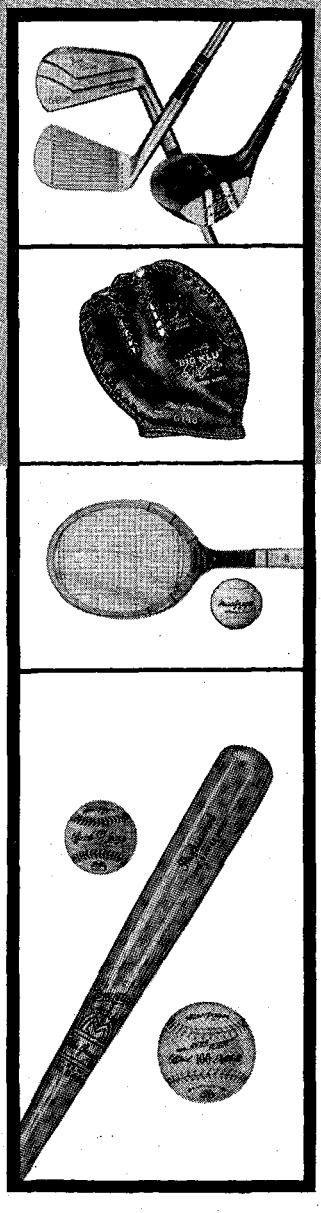
By the same token, there is an important and valid place for recreation activities in industry. This is by no means a paternalistic viewpoint. Providing suitable recreational outlets for employees—facilities and organization that they would be unable to supply conveniently for themselves—helps to give employees a sense of common identification and to broaden their pleasure and satisfaction in their work. In a direct, practical and forthright way it expresses the Company's concern for the human well-being of its employees and its gratitude for their essential contribution.

The benefits of this program to employee and Company alike are intangible. They cannot readily be measured in dollars and cents. But I am sure they are substantial indeed.

Henry Ford II

President
Ford Motor Company





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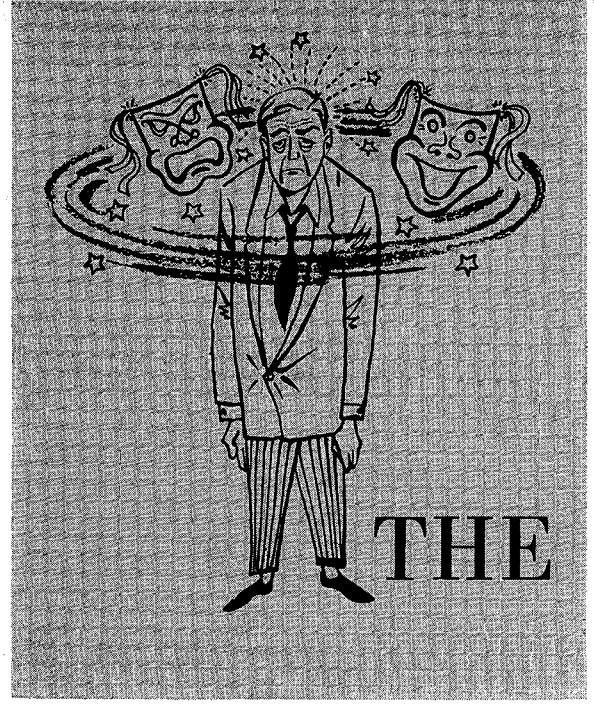
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Hiring professional entertainment for a company function is a specialized task with numerous pitfalls for the unskilled

THE BIG HEADACHE

by ROY KANE

"I had three acts lined up for our 20 Year Club banquet. Two didn't show because they got better jobs someplace else."

"This agent quoted me $100. for a singer. A week later when I gave him the go ahead, he said he couldn't deliver for less than $150."

"I had a few bad experiences with agents so I figured I could do better if I bought direct. Then I got into a real mess. Where do I go from here?"

"Reach for the aspirin bottle," is usually the first move for these employee recreation directors who have found buying professional entertainment gives them their biggest headache. But there is a cure for this vocational disease.

The best medicine is better knowledge of theatrical agency operation and an understanding of why these problems occur and how they can be avoided.

First, we have to know what is meant by a theatrical or booking agent and what is often called a "ten percenter."

Actually, there are two kinds of agents—or in reality, an agent and a representative. A representative "represents" a certain number of acts or attractions and sells them to the agent or producer, who in turn packages or produces the show for the client—in this case, the recreation director.

For his services, the representative normally receives a 10% mark-up. For an agent to package a complete show, normally about 30% of the cost of the show covers his overhead. Because of the facilities available to the agent and the services he performs for the client, the agent's overhead and office expenses are extremely high.

Any agent who tells a recreation director that he can "give him a break" or "make a deal" and provide entertainment for any appreciable amount of percentage less than 30%, is either fooling the recreation director and planning on "pulling a fast one" before the program is presented, or else will very soon be out of business himself.

Many recreation directors prefer not using an agent at all because they have had bad experiences in the past. As in any business, there are good agents and bad agents. A good agent fully realizes that a "one-shot" account is not very profitable; that to be competitive in today's market he must build up a large volume of accounts. The only way he can build volume is to keep his accounts through good service and fair dealings.

Before dealing with a specific agent, check his references, learn how he has performed in the past, the same as your company investigates sources of supply.

A good agent earns his 30% mark-up, and there are very few times when it's good, sound business for the recreation director to buy acts direct. One instance is when the director knows the attraction personally, to the point they would do him a special favor by working his show. But, even then, the cost would be about the same. The act or attraction would simply receive the gross price without deducting the commission for the agency.

However, under normal circumstances—and I would say this would be 90% of the time—the director is better off to work through an agent because an agent is in a position to force the act to work the job.

For example, if the recreation director books an attraction direct, and then suddenly the attraction has a chance to pick up a better job at more money, he may very conveniently become ill. What can the recreation director do about it?

If, however, the attraction had been purchased through an agent who must protect future business, the agent will quickly point out that if the attraction fails to honor the contract and fulfill the engagement, the agent will, number one, take the attraction to the union; and, number two, cut him off from all future work. Where the act needs the agency for a tremendous percentage of its work, the act only needs the client for perhaps one job.

Also, if through some act of God, the act really cannot work the job, the agent is in a position to substitute another act immediately.

Invariably, when this happens, reputable agents not only come up with an attraction that is equally good, but one that is usually more expensive; and then absorbs the added expense himself.

Author Roy Kane is a professional entertainer and master of ceremonies as well as manager of the Al Dvorin Theatrical Agency in Chicago. Mr. Kane has written and produced many industrial shows.

Probably the chief gripe is that many "name" attractions sold to industrial accounts are never delivered at the last minute. These national television and recording stars are under yearly contract to either the movie, television or recording industry. These industries have first call, at all times, to their services.

Normally, because these industries have a product involved that must be sold, they try to make sure the attraction honors the individual contracts he signs. However, there are times when these individual contracts interfere with the parent industry. In these cases an agent is usually powerless, but he should always point out this possibility to his clients when he sells them a name attraction.

In deciding whether to use a local agent or deal with the larger offices in the big cities, you should weigh the advantages of each. The local distributor knows the local situation better than an agent working a couple of hundred miles or more away. Many local agents buy their attractions from an agent in a larger city, but if you want to insure more diversified forms of entertainment, go to the larger agents in the larger cities.

The local agent may have only a half-dozen attractions reporting to his office on any given week, while the larger agents, in New York and Chicago, have anywhere from 50 to 200 and more attractions coming in each week providing routing sheets so they can be located on any given date in the future. It is often possible for a larger office to procure attractions at just a fraction of their normal cost for an industrial date.

Larger offices are constantly packaging shows for special seasons of the year, such as Christmas, and sending them into certain localities in such a way as to take advantage of a weekly price, rather than bring the attraction in for just a single date for a single plant.

Larger agencies are more often able to supply extras such as good lights, sound systems, stages and other facilities at reasonable rates. Some of these items may include scenery for a Hawaiian Night, a Las Vegas party or a Parisian setting, catering service, special scripts and music.

Probably the greatest problem for smaller companies, between 50 and 500 employees, is that they believe the cost of professional entertainment is prohibitive.

This is a fallacy since better than 75% of industry contracts are with smaller companies. There are hundreds of very fine "one-man-show" type of attractions continuously working in various parts of the country for small plants.

Many times, three or four industrial organizations in a town will band together and hire single attractions or whole units on a series of days to take advantage of the so-called weekly price. When an agent can give any attraction four or five days steady work, he can make his purchase at a much more reasonable rate.

If smaller companies contact their agent as far ahead of their individual dates as possible, high priced attractions can be worked into a special tour. This tour could run two or three months and thereby book attractions at a seemingly unbelievable low price.

It is better for a recreation director to deal with one agent rather than ask prices from 10 agents. If he contacts several agents for the same act, this act immediately becomes what is called a "hot date." Consequently the price of the attraction goes up for that date and may cost any agent more than he would have to pay in the first place. By the time the client definitely decides to book the act, the price may have climbed beyond his reach.

If an industrial director would find one agent that he trusts and can deal with, he will almost always find his service is better, his account has better protection, and he will save money for his company.

Any good, legitimate office has an open door whereby information is given at any time to any prospective client. There should be no obligation for receiving information and advice. The situation is similar to the stock broker who charges only when a sale is made.

The job of a booking agent to is take some of the workload off the shoulders of the recreation director. He earns his pay when people congratulate his client, the recreation director, after the program is over, and gives the recreation director the credit for the way the program was presented.

You can, and should, demand the best service, the best treatment from theatrical agents. The only brand new baby in the field of entertainment is the one that is found in industrial recreation. Many acts and musicians who were ready to give up their talent have found, in the industrial field, an entire new source of income.

My personal opinion is that this is a field in which we have only scratched the surface. Over the years, industry is going to wield a tremendous power in forming the future culture of this country.

There is no field other than industry where young talent has a chance to display their wares and acquire the kind of experience it takes to become a good performer. Many people, who are now working full time as entertainers, were initially discovered on talent shows, orchestras and choruses sponsored by industrial recreation programs.

But to make sure industrial recreation directors get the caliber of entertainment they are looking for, I would like to make a proposal that may seem unlikely and far-fetched at first glance. Nevertheless, we need some form of organization that would pass on individual attractions and rate them for industrial recreation directors. We need some sort of industrial recreation "Seal of Approval" on the various attractions so the director could purchase it with confidence, knowing that it would fit his particular program or party—perhaps a national board who would meet at certain times of the year to review talent and make recommendations published exclusively for industry.

Such a service would be welcomed by recreation director and agent alike. Whether it is possible, I do not know. But I do know this—if a closer bond and relationship can be developed between the theatrical agent and the recreation director, a new level of industrial shows could come about which will be mutually beneficial to both. No longer will booking entertainment be "The Big Headache."



LAND PORTION ADDED TO TRAVEL CHECKLIST

Tour operators develop specifications for the land portion of employee group tours. Combined with airline requirements, the two sections cover vital factors in arranging charter trips

The tour operators' section of the NIRA Travel Service Checklist has been completed by a special committee of NIRA Travel Council members.

With the air transportation section which was previously released (see "Air Carriers Complete Travel Checklist," page 10, March R/M), the complete Checklist will substantially aid industrial recreation directors in negotiating with carriers and tour operators for employee tour arrangements.

The checklist enables directors to establish specifications for bids on their travel programs and provides a basis for evaluating these bids. It covers all essential planning areas as well as little known, but vital technical points. The land portion is summarized as follows:

TOUR OPERATOR

Careful selection of the tour operator cannot be overemphasized. Well-planned itineraries, smoothly arranged transfers, prompt service are only a few of the requirements of a good operator. How can you make sure beforehand if an operator is capable of performing to your expectations?

- Ascertain whether the operator has been appointed by the airlines and steamship lines to issue tickets on their behalf. If he has, it is a good guarantee that the operator is well qualified. These appointments are made by the Air Travel Conference (domestic), International Air Transportation Association and the Steamship Conferences who have carefully examined the operator's past performance and capabilities.
- Determine the number and types of group tours operated, preferably during the last year, and ask for references and trip folders prepared for each of the tours.

ITINERARY

Particularly important when comparing competitive bids, even the most obvious items on the itinerary must be closely examined, otherwise you have no basis for judging quality of service for the price quoted. Even if you are not soliciting bids, you should always reach an agreement with the operator on the many details covered in your itinerary.

- Number of days.
- Dates: seasonal rate changes.
- Countries, cities, side trips.
- Transfers from airports to hotels; by bus or private car, escorts?
- Hotels: if in Europe, get the government rating. First class can mean many different things.
- Types of accommodations: twin bed, double bed, with or without private bath? These and other items may be purely your choice, but know what is included in each proposed itinerary.
- How many meals per day: table d'hote (set meals) or run of menu? Is the price included in the bid?
- Sightseeing: bus, car, boat, taxi? Are fees included in the bid?
- Special features: night clubs, theater, musical events, sporting events, expositions, etc. Are ticket prices and other fees included in the bid and, if not, how much extra would they cost each traveler? If you plan any welcoming or farewell parties, specify if complimentary wines are to be included.

SPECIAL PROBLEMS

- Airport taxes: these "head" or "tourist" taxes are generally not covered by the carrier. Are they included in the tour operator's price?
- Tips: determine specifically what, if any, tips will be paid by the operator, waiters, maids, porters, chauffers, bell boys, guides, etc.
- Insurance.
- Passports, visas.
- Laundry and telephone bills: seldom paid by operator, but determine expense involved and forewarn your group accordingly.
- Money, clothing, customs: will operator send a representative to a briefing meeting to answer travelers' specific questions?

FINANCIAL ARRANGEMENTS

- Deposit required: in what amount and at what time must a passenger make a deposit to reserve a place on the tour?
- Final payment: at what time and in what amount is the final payment to be made?

As noted previously, many of the details on the land portion of the tour are not necessarily good or bad, but a matter of choice. Costs for meals, tips, etc. will be paid by the travelers either in the tour price or as individuals at the time the expenses are incurred.

The important point is that if certain items are not covered in the tour price, what additional expenses must be covered by the individual? These costs must be determined in order that (1) the passengers can be financially pre-

TOUR OPERATOR CHECKLIST COMMITTEE

The following members of the NIRA Travel Council formulated the land arrangements section of the NIRA Travel Service Checklist.

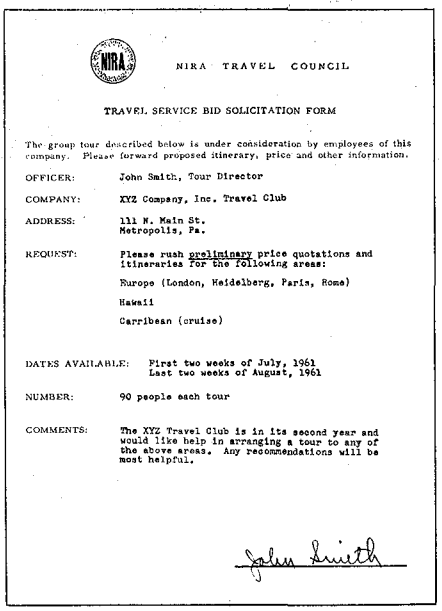
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HAPPINESS TRAVEL SERVICE	Col. Benjamin Getzoff
LANSEAIR TRAVEL SERVICE, INC.	Jorgen Kolle

NIRA Representative:

REPUBLIC AVIATION CORPORATION — Oskar Frowein

Other tour operator members: Edward Krones Enterprises; Lanseair of California, Inc.; Maupintour Associates; Transport and Travel Contractors, Inc.; Transmarine Tours, Inc.; World Wide Travel.



NIRA TRAVEL COUNCIL

TRAVEL SERVICE BID SOLICITATION FORM

The group tour described below is under consideration by employees of this company. Please forward proposed itinerary, price and other information.

OFFICER: John Smith, Tour Director

COMPANY: XYZ Company, Inc. Travel Club

ADDRESS: 111 N. Main St.
Metropolis, Pa.

REQUEST: Please rush preliminary price quotations and itineraries for the following areas:

Europe (London, Heidelberg, Paris, Rome)

Hawaii

Carribean (cruise)

DATES AVAILABLE: First two weeks of July, 1961
Last two weeks of August, 1961

NUMBER: 90 people each tour

COMMENTS: The XYZ Travel Club is in its second year and would like help in arranging a tour to any of the above areas. Any recommendations will be most helpful.

John Smith

BID SOLICITATION form may be used by NIRA members to obtain bids on group tours from the Travel Council.

pared to take the trip, and (2) that you can compare the prices quoted by two or more tour operators.

BID SOLICITATION FORM

To facilitate use of the Travel Service Checklist, bid solicitation forms (see illustration) will be furnished all NIRA members. If interested in obtaining bids on a proposed tour, a company fills in the necessary details on the form and forwards it to NIRA headquarters. Additional copies will be made and forwarded to the carrier and tour operator members of the NIRA Travel Council. Council members will then submit bids directly to the requesting company.

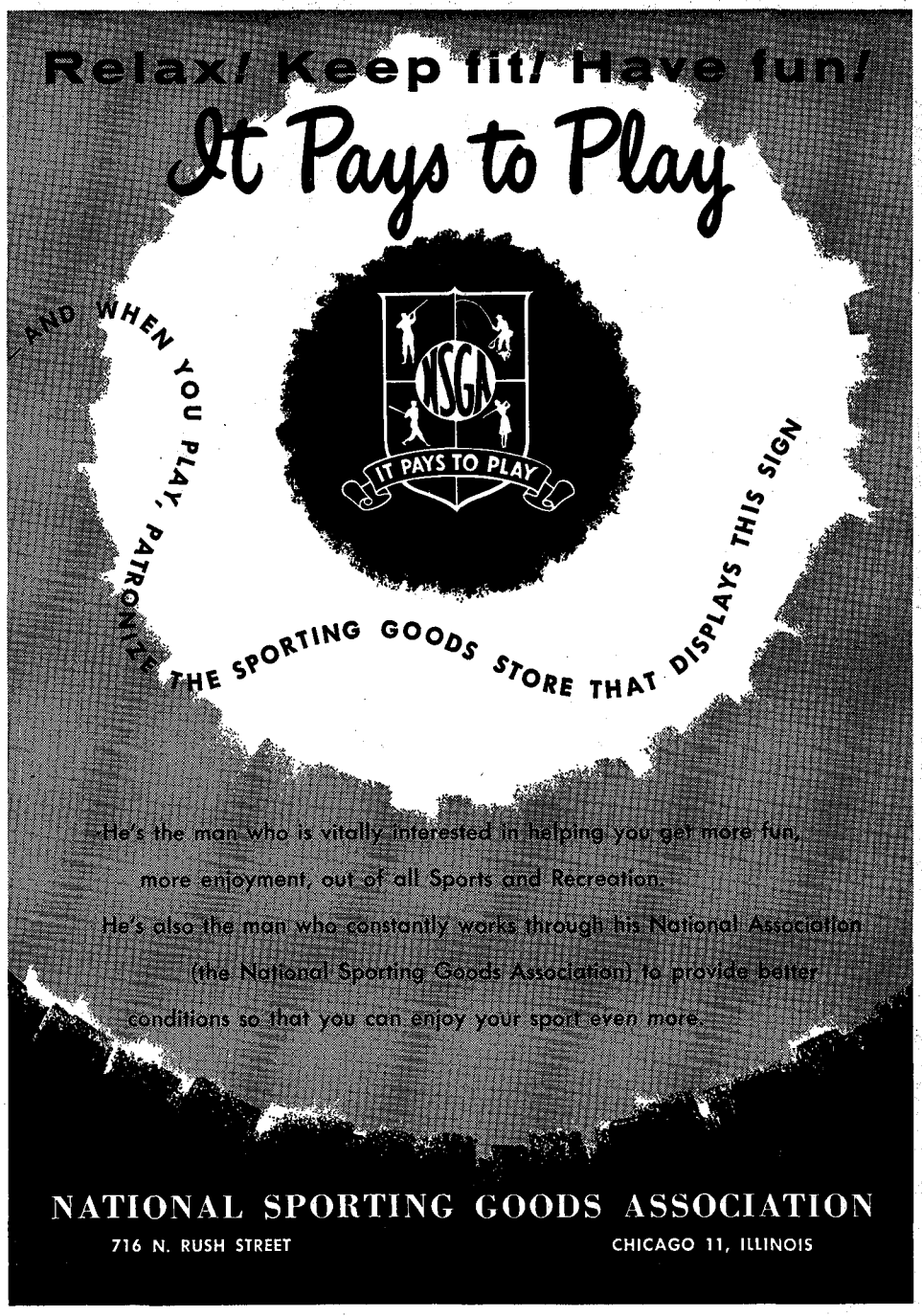
The NIRA Travel Service Checklist will be discussed at a special session during the 19th annual NIRA Conference in Detroit, May 25, and then reprinted for NIRA members.

CARRIER CORRECTION

The following letter from Jan Yones, manager, Tour and Charter Dept., Sabena Belgian World Airlines, points out a misleading phrase in the review of the Air Carriers Travel Service Checklist, appearing on page 10, March, R/M.

"This is to confirm that Mr. Herb Lynn of TWA alerted the (Air Carriers) committee to a possible misconception arising in the minds of the readers with regard to the insurance statement—'Insurance up to $8,000 per passenger.'

"Mr. Lynn and the committee would appreciate it if a corrective explanation would specify that 'the insurance coverage referred to is the liability classification and is not the type that is payable on demand.' "



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Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST



INDIVIDUAL CHAMP, Tom Lent, IBM, (r) receives the tournament's grand prize, a Whirlpool combination washer-dryer from Whirlpool's Steve Wendelken (l).

BOWLING TITLE TO GOODYEAR AIRCRAFT

IBM's Tom Lent sets record with nine-game 1952 total in Timken-sponsored 13th annual national bowling tournament

Goodyear Aircraft's scrambling bowlers won the 1960 industrial championship over a record breaking field in the 13th annual National Industrial Bowling Tournament in Canton, Ohio, March 26-27.

Leading the pack after the first three-game series, Goodyear suffered a momentary lapse, hitting a 2652 in the second set and dropping deep into fifth place in the team standings.

TERRIFIC COMEBACK

But the Akron, Ohio, team rebounded with a terrific comeback to roll the tournament's high series total of 3011 in the final set and eclipse second-running Eaton Mfg. Co. of Cleveland by 144 pins in the final tabulation.

In their climb back into first place, Aircraft passed Firestone and General Tire and outdistanced a strong finish by American Sterlizer, the eventual third place winner.

Even more spectacular than Goodyear's team effort was the one-man performance staged by Tom Lent, 25, of IBM Corp., Yorktown Hts., N. Y. Forgetting about the 180 average he carries in three leagues near his Peekskill, N. Y., home, Tom rolled at an inspired 217 clip to smash the NIBT individual record with his 1952 nine-game total.

Prior to the NIBT, Lent's highest series had been a 620. At Canton, he had a 651, 680 and 641. Only in one game did he fall below 200, and then with a respectable 194. His high game in the event was 254.

As the individual champion, Lent was awarded a $500. washer-dryer combination donated for the second year by the Whirlpool Corp. of St. Joseph, Mich. And the timing couldn't have been better. Lent will be married May 14.

The new industrial champ has been employed by IBM for seven years and now serves as administrative assistant to the plant engineer.

13 AVERAGED 200

Although Lent finished far ahead of the field, his opponents also performed exceptionally well with 13 bowlers posting averages exceeding 200 for the nine games.

Co-sponsored with NIRA by the Timken Roller Bearing Co., the tournament was a masterpiece of planning and organization. Serving as NIRA tournament chairman, Timken recreation director Earl Schreiber and his tournament manager Hal Richter ran the event without a hitch, moving bowlers on and off the lanes like clock-

continued on page 14



TEAM CHAMPS, Goodyear Aircraft, line up with Briggs rotating trophy and individual awards: (l-r) Sam Spagnola, Tony Licausi, Glenn Quaint, Russ Lippert and Wilbur Bobo. Timken Vice President H. A. Tobey makes the presentation.



HIGH INDIVIDUAL SERIES was rolled by General Tire's Frank Wolonsky (l). H. A. Tobey, awards trophy.

Best and easiest way to perk up employee morale...
LOW-COST *TWA SuperJet* HOLIDAYS



TWA SuperJets ... giant Jetliners designed for speed, comfort, convenience and luxury service across the U. S. and overseas! On TWA, the world's top vacation spots are just hours away. The sparkling capitals of Europe ... or sunny Miami ... or fabulous California and the great Southwest. This summer or fall your employees can enjoy seasonal rates. They may travel on their own or on any of TWA's exciting, easily budgeted tours. Why not start your TWA vacation plan now? Our travel experts help with all the details. Furnish full-color posters, informative booklets.

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*TWA THE SUPERJET AIRLINE is a service mark owned exclusively by Trans World Airlines, Inc.

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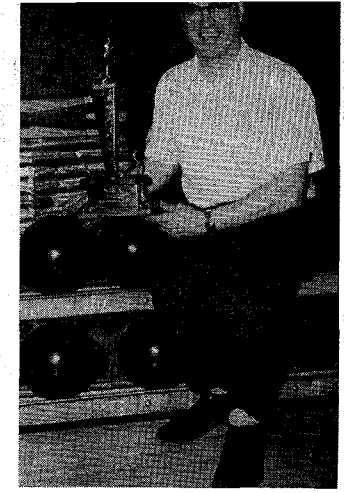
Please send promotion material and complete information on TWA Jetliner and Skyliner Holidays.

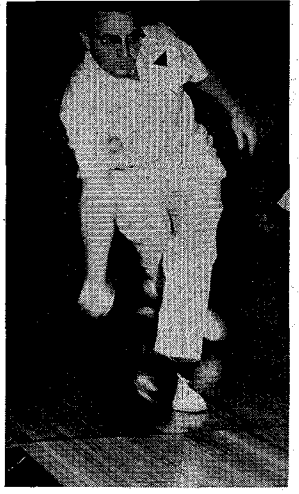
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Company_____

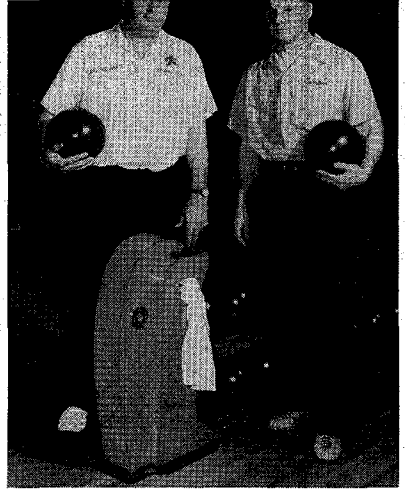
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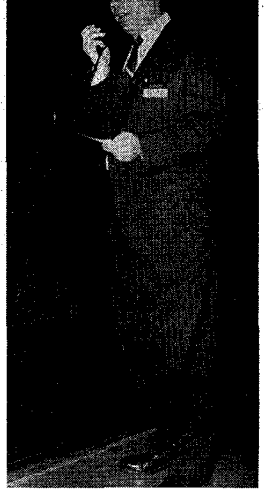
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Photos from left to right: VINCE SITTER, American Sterilizer, rolled high game 279. BILL BUNETTA, AMF advisory staff, showed his championship form in an exhibition series.





CARL RICHARD, Brunswick, and HARRY GROSSE, Timken, split two games in a tight exhibition series. EARL SCHREIBER, tournament chairman, got the action rolling.

continued from page 12

work, triple-checking scores and arranging bowling schedules to fit the travel times of individual teams.

TWO EXHIBITIONS

Extra attractions contributed greatly to the color and prestige of the tournament. H. E. Markley, executive vice president of Timken, rolled out the first ball, and two exhibition matches pitted national stars, Bill Bunetta of AMF and Carl Richard of Brunswick, against local talent.

Distinctive among bowling tournaments, this industry-only event eliminates money prizes in favor of merchandise awards and trophies. In addition to the Whirlpool washer-dryer, Auto Specialities Co., last year's champion, presented bumper jacks for high game and high series. More than 50 trophies were awarded to winners in six categories, engraved key chains were given for blind numbers, and eight other top prizes were presented for questionable feats of bowling skill.

Each bowler was given $2. in tickets which he could redeem at the bowling establishment for food and drink.

Next year, the tournament will be held in Milwaukee, Wis., with the Allis-Chalmers Manufacturing Co. serving as co-sponsors.

Advance plans call for the addition of an individual sweepstakes for money prizes. Sweepstakes entries will be optional, but restricted to players bowling in the NIBT.

Another contemplated change would abolish the tournament rule that team averages may not exceed 940.

1960 NATIONAL INDUSTRIAL BOWLING TOURNAMENT

INDIVIDUAL LEADERS

NINE GAME TOTAL

Tom Lent, IBM Corp., Yorktown Hts., N. Y.	1952
George Nastas, Ford Engineering, Detroit, Mich.	1860
Vince Sitter, American Sterilizer Co., Erie, Pa.	1860
Tim Moran, United Engineering and Foundry, Canton, O.	1851
Pete Saroli, Ford Tractors, Highland Park, Mich.	1849
Bill Kremer, The B. F. Goodrich Co. #1, Akron, O.	1838
Pat Spino, Ford Forgings, Canton, O.	1829
Ed Kruger, Whirlpool Corp. #2, St. Joseph, Mich.	1829
Frank Wolonsky, General Tire & Rubber Co., Akron, O.	1828
John Ratay, Columbia Southern #1, Barberton, O.	1814

THREE GAME SERIES

Frank Wolonsky, General Tire & Rubber Co., Akron, O.	704
Tony Licausi, Goodyear Aircraft #1, Akron, O.	695
Tim Moran, United Engineering and Foundry, Canton, O.	683
Tom Lent, IBM Corp., Yorktown Hts., N. Y.	680

SINGLE GAME

Vince Sitter, American Sterlizer Co., Erie, Pa.	279
Tim Moran, United Engineering and Foundry, Canton, O.	278
Oscar Suarez, Timken Roller Bearing Co. #1, Canton, O.	256
Tony Licausi, Goodyear Aircraft #1, Akron, O.	256

TEAM STANDINGS

Goodyear Aircraft #1, Akron, O.	8576
Eaton Manufacturing Company, Cleveland, O.	8432
American Sterlizer Company, Erie, Pa.	8394
Firestone Tire & Rubber Co. #1, Akron, O.	8391
General Tire & Rubber Company, Akron, O.	8365
Columbia Southern #1, Barberton, O.	8239
The B. F. Goodrich Co. #1, Akron, O.	8239
Ford Motor Company, Dearborn, Mich.	8198
Armco Steel Corporation, Middletown, O.	8189
United Engineering and Foundry, Canton, O.	8185

Motorola, Inc., Chicago, Ill.	8163	Ford Tractors, Highland Park, Mich.	7926	Timken Roller Bearing Co., New Philadelphia, O.	7620
Timken Roller Bearing Co. #1, Canton, O.	8157	Lyon, Inc. #1, Detroit, Mich.	7922	McNeil Machine Co., Akron, O.	7597
Columbia Southern #2, Barberton, O.	8140	Ford Chassis, Sharonville, O.	7914	Babcock & Wilcox Co. #1, Barberton, O.	7587
Hercules Motor Corp., Canton, O.	8137	Auto Specialties Mfg. Co. #2, St. Joseph, Mich.	7913	Studebaker-Packard #2, South Bend, Ind.	7575
Studebaker-Packard #1, South Bend, Ind.	8114	Woodall Industries, Detroit, Mich.	7913	Wooster Div., Borg-Warner, Wooster, O.	7575
Firestone Tire & Rubber Co. #2, Akron, O.	8109	Ohio Brass, Barberton, O.	7900	Lyon, Inc. #2, Detroit, Mich.	7525
Ford Motors E.B.A., Dearborn, Mich.	8054	Ford Engineering, Dearborn, Mich.	7889	American Sterlizer E.R.A., Erie, Pa.	7470
Whirlpool Corp. #2, St. Joseph, Mich.	8053	U. S. Steel Corp., Gary, Ind.	7886	Industrial Rubber Co., St. Joseph, Mich.	7401
Goodyear Tire & Rubber Co. #1, Akron, O.	8034	Diebold Co., Canton, O.	7845	Gary Sheet & Tin, Gary, Ind.	7396
The B. F. Goodrich Co. #1, Akron, O.	8033	IBM Corp., Yorktown Hts., N. Y.	7818	Lawson Milk Co., Cuyahoga Falls, O.	7392
Goodyear Aircraft #2, Akron, O.	8026	Columbus Coated Fabrics, Columbus, O.	7740	Columbia Southern #3, Barberton, O.	7232
Timken Roller Bearing Engineers, Canton, O.	8016	Sugardale, Canton, O.	7740	Babcock & Wilcox Co. #2, Barberton, O.	7207
Whirlpool Corp. #1, St. Joseph, Mich.	8015	Hoover Co., North Canton, O.	7732	Monarch Rubber Co. #2, Hartville, O.	7185
Timken Roller Bearing Co. #2, Canton, O.	8001	Auto Specialties Mfg. Co. #2, St. Joseph, Mich.	7671	Kaiser Alum. #2, Ravenswood, W. Va.	7161
Ford Forgings, Canton, O.	7998	Goodyear Tire & Rubber Co. #2, Akron, O.	7668	Kaiser Alum. #1, Ravenswood, W. Va.	6991
E. W. Bliss Co., Canton, O.	7976	Monarch Rubber Co. #1, Hartville, O.	7626	Columbus Bolt & Forge Co., Columbus, O.	6805

THREE GAME SERIES

Goodyear Aircraft #1, Akron, O.	3011
American Sterilizer Company, Erie, Pa.	2928
Ford Motor Company, Dearborn, Mich.	2882

SINGLE GAME

American Sterlizer Company, Erie, Pa.	1047
Goodyear Aircraft #1, Akron, O.	1040
Whirlpool Corporation #2, St. Joseph, Mich.	1038

BOWLING BUILDS A REAL TEAM SPIRIT!



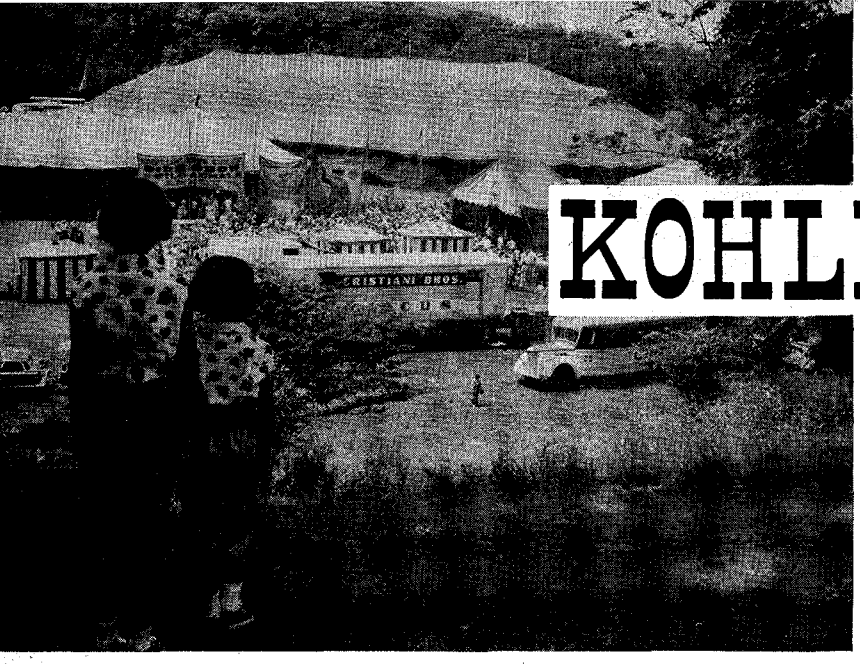
...and AMF means bowling at its best!

Nothing builds employee morale like a friendly team spirit—and nothing builds a team spirit like bowling—the sport that can be enjoyed by everyone. Bowling helps new employees get acquainted, helps all workers build lasting friendships. Bowling's healthful exercise—keeps workers looking trim, feeling fit—makes them happier in their jobs. It's fun for the whole family... men, women, and youngsters learn quickly, and enjoy bowling right from the start.

At "Magic Triangle" bowling centers, you'll find the best equipment, the most helpful advice—everything you need to carry out a successful employee bowling program—everything to provide bowling at its best! If you haven't already made bowling a part of your recreation program, contact your nearest AMF "Magic Triangle" proprietor. He'll be glad to help you get started.

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BOWL WHERE YOU SEE THE
"MAGIC AMF TRIANGLE"
T. M.



by L. L. Smith

KOHLER CIRCUS

The largest tented circus in the U. S. was contracted by Kohler Co. to replace departmental picnics and 12,000 employees and families turned out to pack three hit shows

TWO YOUNG FANS stand in awe as the Circus comes to Kohler. The "Big Top" is at the right with the side show tent straight ahead just beyond the midway.

Cristiani Bros. Circus couldn't sell a ticket at Kohler, Wis., yet the Big Top was jammed.

For three complete shows, the performers played to a full house, and for each show ushers seated more than 4,000 men, women, and children.

The circus visit last summer, a highlight of the year in Kohler Village, was sponsored by Kohler Co., a leading manufacturer of plumbing fixtures, engines, electric plants, and precision controls.

It was a break with tradition in that the circus replaced the annual summer picnics sponsored by Kohler Co. for its employees and their families since the pre-1900 era.

And it was a welcome variation, judging from the enthusiastic response.

The circus was free—that was part of it. But the success of the event was attributable in part also to the caliber of the circus. Cristiani Bros. is not only the largest tented circus in the United States today (Circus personnel from performers and roustabouts to the families which travel with the circus number 300), but the circus also has some of the best acts in show business.

REAL FAMILY SHOW

Kohler Co. paid all costs of bringing the circus to Kohler and provided tickets for all employees and members of their families. In addition, the company supplied each child with 10 "wooden nickels" good for side shows, peanuts, popcorn, soft drinks, candy, balloons and other souvenirs.

A company-owned practice range for golfers became the circus "lot." On the broad, turfed area at the edge of the village, circus trucks and trailers parked for the night. Then, at 6 a.m., after only a few hours sleep, roustabouts were out raising the Big Top.

Showers drenched the roustabouts, the elephants harnessed to tug poles and canvas into place, and village children too impatient to wait for the scheduled performances.

The showers dwindled and by noon the sun had come out to dry the canvas. The three performances went as scheduled—1:30, 4:30, and 8 p.m.

Circus performers give their best when the house is full. That held true at Kohler.

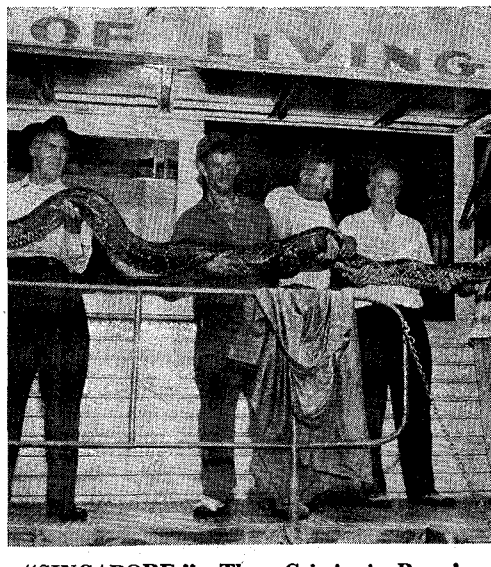
Capt. Eddie Kuhn opened each show



THE CIRCUS is for kids, yes, but the grown-ups pictured here didn't miss a thing either.



THREE-YEAR-OLD Steven Price found a Llama unexpectedly affectionate, but the feeling doesn't seem to be mutual.



"SINGAPORE," The Cristiani Bros.' 26-foot rock python, is one of the largest snakes in captivity.

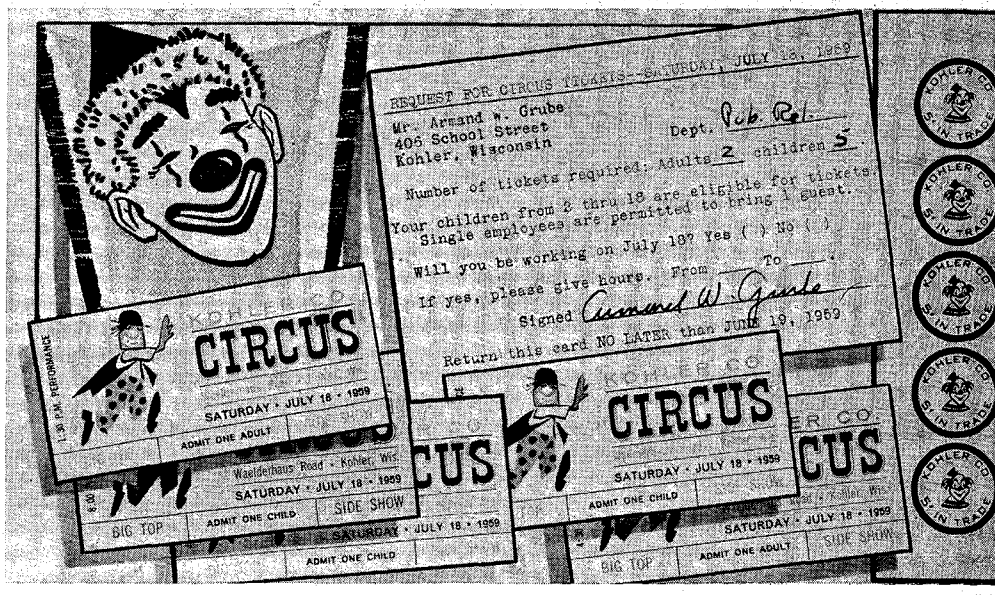
with a wild animal act, Steve Fanning's 10 performing elephants proved spectacular, and equestrians, aerialists, tumblers, and clowns added spice to what was a colorful show from beginning to end.

Midway in each show Herbert V. Kohler, president of Kohler Co., addressed the audience briefly.

His 20-year-old son, Herbert Jr., also played a role, an impromptu role which highlighted the evening performance. To rounds of applause from the audience, he crossed the high wire on the shoulders of a veteran circus aerialist, Otto Gretona.

For Cristiani Bros. Circus the appearance at Kohler was a pleasant one with its guaranteed sell-out, no advertising costs, no "comps" for newspapermen or for village and other local officials, no strenuous poster campaign, no bargaining for circus grounds.

An informal opinion poll before the circus had shown the great majority of employees favoring a circus and a few holding out for the customary divisional picnics.



CIRCUS MATERIALS prepared by Recreation Director Roy Ebben include ticket mailing envelope, ticket request form, colored tickets designating each performance and strips of redeemable "wooden nickels" for every child.

CIRCUS IDEA WINS OUT

When the circus was over, most of the formerly pro-picnic employees had become pro-circus.

The idea of a circus sponsored by a manufacturing firm for employees was novel enough to attract wide attention among newspapers and magazines.

As an added public relations fillip, Steve Fanning brought three of his elephants to the Kohler Co. plant to pose for publicity pictures—one pachyderm pushing a cart loaded with Kohler bathtubs, another lifting the equivalent of one elephant-power in a portable Kohler gasoline engine, the third taking a shower bath with a Kohler shower head attached to a garden hose.

Roy Ebben, Kohler Co. recreation director, spearheaded advance circus preparations, working closely with the company's public relations department.

Negotiations for a circus began in February. On April 21 Kohler Co. contracted with Cristiani Bros. Circus to present two shows and, at company option, a third show if demand for tickets warranted.

Significant dates thereafter on Ebben's timetable were these:

- April 30—An article in *People*, Kohler Co. employee newspaper, announced the circus event.
- June 3—A letter was mailed to each employee with an enclosed return card with which the employee could request the number of tickets he needed for his family.
- June 18—An article in *People* reminded employees that the deadline for ticket requests was June 19.
- June 22—Kohler Co., after an overwhelming response from employees, asked Cristiani Bros. to prepare for three shows.
- June 25—An article in *People* announced show times.
- July 9—Kohler Co. mailed tickets to employees with show time designated. Employees with small children of afternoon nap age were given tickets for the 4:30 show. Employees with chil-

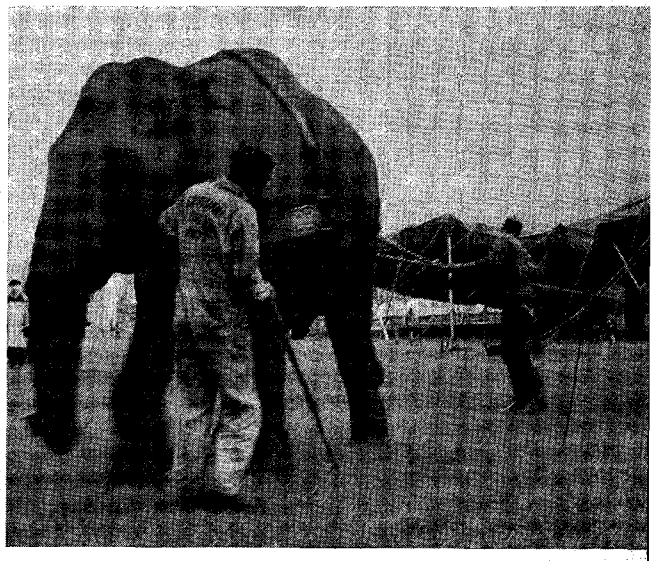
continued on page 50



ROUSTABOUTS worked in an early morning rain to unfurl the canvas for The Cristiani Bros.' "Big Top."



LITTLE MAN with a big appetite could use wooden nickels for hot dogs, cotton candy, peanuts, pop, frozen ice.



ELEPHANT POWER raised the Big Top after roustabouts laid out the canvas. One elephant has the strength of four horses.

CONFERENCE HIGHLIGHTS

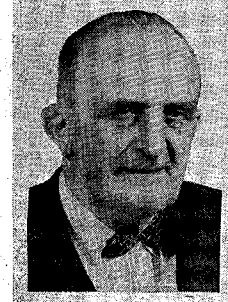
Motor Capital to be the scene of outstanding four-day program for 19th annual NIRA Conference and Exhibit


DUFFY DAUGHERTY


KENNETH CASSIDY


FRANKLIN L. ORTH


R. C. S. YOUNG


K. L. YOUNG


W. H. EDMUND


REV. BOB RICHARDS

Dynamic Detroit, Motor Capital of the world, will host 1960's only national conference on recreation for business and industry at the Sheraton-Cadillac Hotel, May 22, 23, 24 and 25.

Conference chairman Tom Shanahan, Ford Motor Co., and his 15 hard-working committeemen have arranged a well-balanced program of study, discussion and entertainment that promises to be the best national meeting in the 19-year history of the National Industrial Recreation Assn.

KEY SPEAKERS

Detroit's line-up of featured speakers brings into perspective the delegates' dual responsibilities to business and recreation. Nationally known leaders in both fields will discuss the role of recreation in modern business.

• *Duffy Daugherty*, colorful and highly successful head football coach at Michigan State University, will launch the conference's first general session with a forecast of the increasing importance of athletics to the employee living and working in the age of automation.

Daugherty's quick Irish wit and unfailing good humor have made him one of the most sought-after banquet speakers and clinic lecturers in the nation.

• *Kenneth D. Cassidy*, vice president, industrial relations, Ford Motor Co., will speak to delegates at a special dinner in the Central Office building near Ford's Rouge plant.

Mr. Cassidy's views should be especially interesting because of his position in industry and his relationship to one of the nation's leading industrial recreation programs.

• *Franklin L. Orth*, executive vice president, National Rifle Association, and formerly Deputy Assistant Secretary of the Army, will speak on "Industry: Top Gun in the New Leisure Age."

Previously with the Army Secretariat for Manpower, Personnel and Reserve Forces, Orth was responsible for all policy relating to 1.5 million military and reserve personnel.

• *Dr. R. C. S. Young*, General Motors business consultant, has lectured throughout the United States and Canada for the past 17 years. Appearing before business, civic and religious groups, he directs his efforts to rebuilding the climate for the American way of life in world leadership.

Young has served as a youth counsellor, minister, college professor, writer and lecturer.

• *K. L. Young*, director, Community Programmes Branch, Ontario (Canada) Dept. of Education, is a leading authority in municipal recreation. One of his more recent accomplishments is the development of the Ontario plan for in-service training and certification for recreation directors.

Speaking on "Recreation: A New Dimension in Living," Young is vitally interested in stimulating cooperation among the various recreation agencies.

• *W. H. (Bid) Edmund*, executive consultant, The Goodyear Tire & Rubber Co., will present a familiar figure to NIRA members when he takes the podium. Two-time NIRA President (1949-51), Bid served 17 years as Goodyear's recreation director.

In his present position, Edmund handles extensive speaking engagements and other company public relations assignments.

• *Rev. Bob Richards*, director, Wheaties Sports Federation, will speak to NIRA members at the Keyman's Breakfast on the importance of physical fitness in the industrial program.

The Olympic pole vault champion, who is leading a national fitness crusade, is recognized as the public speaking champion of all sports.

SPECIAL SESSIONS

Fourteen seminar discussions covering a wide range of subjects will dig into special problem areas, finding solu-

OFFICIAL PROGRAM

NATIONAL INDUSTRIAL RECREATION ASSOCIATION

19th ANNUAL CONFERENCE and EXHIBIT



NIRA PROGRAM OUTLINE

TIME	SUNDAY, MAY 22	MONDAY, MAY 23
8:30 a.m.	Church Services	**V. Keyman Breakfast 8 a.m. (Ballroom)** Louis C. Mirani, Mayor of Detroit K. L. Young, Ontario Dept. of Education Rev. Bob Richards, Wheaties Sports Fdn.
9:00 a.m.	Church Services	**VI. General Session 10 a.m. (English Room)** Music in Industry Dr. Ted Vosburgh, President, National Industrial Music Council
10:30 a.m.	Registration (4th floor)	**Exhibits**
Noon	**Exhibit Hall Grand Opening (4th floor)**	**VII. Welcome Luncheon (Ballroom)** Franklin L. Orth, Nat'l Rifle Assn. NIRA-NRA Postal Shooting Contest Awards Presentation
2:00 p.m.	**I. Opening General Session (Ballroom)** Duffy Daugherty, MSU Football Coach	**Ford Tour**
3:00 p.m.	**Exhibits**	**Ford Assembly Line**
4:30 p.m.	**Concurrent Panel Sessions** II. Recreation Programs for Companies with Less than 2,000 Employees (Reception Room) III. Better Bowling for Industry (Ballroom) IV. Team and Program Insurance (Pan American Room)	**Ford Rotunda** Spring Festival and Art Show
6:00 p.m.	**Exhibits**	**Ford Dinner**
7:00 p.m.	**Welcome Reception (Ballroom)**	K. D. Cassidy, Vice President, Ford
8:30 p.m.		**Regional Caucuses—10:00 p.m.**

19th ANNUAL CONFERENCE and EXHIBIT

TUESDAY, MAY 24	WEDNESDAY, MAY 25	TIME
Exhibits	**Exhibits**	**8:30 a.m.**
Concurrent Panel Sessions VIII. How to Evaluate Your Vending Program (Ballroom) IX. Recreation Responsibilities in Pre-Retirement Planning (English Room) X. Recreation Facilities for the Small Company (Sheraton Room) XI. City Industrial Recreation Council Clinic (Reception Room)	**Concurrent Panel Sessions** XIX. Travel Service Checklist (Ballroom) XX. My Problem Is (Pan American Room) XXI. Volunteers In the Recreation Program (Reception Room)	**9:00 a.m.**
Exhibits	**Exhibit Hall last call**	**10:30 a.m.**
XII. General Motors Luncheon (Ballroom) Dr. R. C. S. Young	**XXII. Past Presidents Luncheon (Ballroom)** Helms Award Presentation Industrial Sportsman of the Year Award W. H. Edmund, Goodyear Tire & Rubber Co.	**Noon**
Exhibits	**Register for Voting (Reception Room)**	**2:00 p.m.**
Recreation in Specific Industries (Ballroom) XIII. Heavy Manufacturing XIV. Food, Drug, Container XV. Oil, Steel, Metal XVI. Chemical, Textile, Paper XVII. Electronics, Business Machines XVIII. Non-Manufacturing	**XXIII. Annual Meeting and Elections** (Ballroom)	**3:00 p.m.**
Dinner (open)	**Leave for Canadian Tour**	**6:00 p.m.**
	NIRA Banquet and Floor Show	**7:00 p.m.**
Baseball Game (Optional)		**8:30 p.m.**

1959-60 NIRA OFFICERS

Executive Committee

President:
John H. Leslie, Minnesota Mining & Mfg. Co., St. Paul, Minn.

Vice Presidents:
Martha L. Daniell, Nationwide Ins. Cos., Columbus, Ohio
Walter Dowswell, Motorola, Inc., Chicago, Ill.
Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.
Herbert S. Naish, Convair, Pomona, Calif.

Treasurer:
Frank Davis, Lockheed Aircraft Corp., Burbank, Calif.

Director of Research:
Gordon L. Starr, University of Minnesota, Minneapolis, Minn.

Executive Secretary:
Don L. Neer, NIRA Headquarters, Chicago, Ill.

Board of Directors

Elected in 1958 (Fort Worth):

Region I	Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.
Region II	Martha Daniell, Nationwide Ins. Cos., Columbus, Ohio
Region III	Charles Haggerty, Ford Motor Co., Dearborn, Mich.
Region IV	C. E. Barnhart, St. Regis Paper Co., Pensacola, Fla.
Region V	John H. Leslie, Minnesota Mining, St. Paul, Minn.
Region VI	Dean Moneymaker, Internat'l Shoe, St. Louis, Mo.
Region VII	Herbert S. Naish, Convair, Pomona, Calif.
Region VIII	A. Murray Dick, DOFASCO, Hamilton, Ont.

Elected 1959 (Philadelphia):

Region I	J. J. Minella, Eastman Kodak Co., Rochester, N. Y.
Region II	Earl Schreiber, Timken Roller Bearing, Canton, Ohio
Region III	Walter Dowswell, Motorola, Inc., Chicago, Ill.
Region IV	Summers Jarrett, The Chemstrand Corp., Pensacola, Fla.
Region V	John O. Peters, Western Machine Co., Milwaukee, Wis.
Region VI	W. W. Bernard, Temco Aircraft Corp., Dallas, Texas
Region VII	Newton E. West, Helms Bakeries, Los Angeles, Calif.
Region VIII	James Charrington, Polymer Corp., Ltd., Sarnia, Ont.

CONFERENCE COMMITTEE

Co-chairmen:
Thomas P. Shanahan, Ford Motor Co.
William T. Prichard, General Motors Corp. (In Memoriam)

Ladies Program:
Jack Speare, Michigan Bell Telephone Company
Mrs. Ruth Griffith, Michigan Bell Telephone Company
Miss Lois Verner, Ford Motor Co.

Exhibit Hall:
Roger Elrod, Young Spring & Wire Co.

Publicity:
William Knight, Cadillac Motor Car Div., GMC

Canadian Program:
James Charrington, Polymer Corp., Ltd.
Duncan Brookbanks, International Playing Card Co., Ltd.

Reception:
Earl Sonnenberg, Wyandotte Chemical Co.
Dan Lipinski, Chrysler Corp.

Ford Tour:
Charles Haggerty, Ford Motor Co.

General Motors Luncheon:
Fred Canaday, General Motors Corp.

Registration:
William Duffy, Detroit Transmission, Div. GMC

Regional Caucuses:
James Walsh, Chrysler Corp.

Sergeant-at-arms:
Chester Pellegrin, Detroit Edison Co.

Exhibitors Representative:
Jack McGrath, Hillerich & Bradsby Co.

HOTEL DIRECTORY

Registration Desk
Sunday: 10:30 a.m. to 5 p.m. ..... 4th floor
Monday: 8:30 a.m. to noon ..... 4th floor
Tuesday: 8:30 a.m. to 5 p.m. ..... 4th floor
Wednesday: 8:30 a.m. to 11 a.m. ..... 4th floor

NIRA Office
8:30 a.m. to 5:30 p.m. (Daily) ..... Parlor D, 4th floor

NIRA Press Room
8:30 a.m. to 5:30 p.m. (Daily) ..... Parlor D, 4th floor

Exhibit Hall (4th floor)
Sunday: Noon to 6 p.m.
Monday: 8:30 to 9 a.m., 10:30 to 11:30 a.m.
Tuesday: 8:30 to 9 a.m., 10 to 11 a.m., 2 to 3 p.m., 5 to 6 p.m.
Wednesday: 8:30 to 9 a.m., 10 to 11:45 a.m.

Meeting Rooms
English Room ..... Mezzanine
Grand Ballroom ..... 4th floor
Reception Room ..... 4th floor
Pan American Room ..... 5th floor
Parlors F to K ..... 5th floor
Sheraton Room ..... 5th floor
Michigan Room ..... 6th floor

Board of Directors Meetings
Saturday, May 21: 9 a.m. to 5 p.m. ..... Sheraton Room
Thursday, May 26: 9 a.m. to noon ..... Sheraton Room

Annual Meeting and Election
Wednesday, May 25: 2 to 5 p.m. ..... Grand Ballroom

Welcome Reception
Sunday, May 22: 7 to 9 p.m. ..... Grand Ballroom

Banquet and Floor Show
Wednesday, May 25: 7 to 12 p.m. ..... Elmwood Casino, Windsor, Ont.

Luncheons
Monday, May 23: Noon ..... Grand Ballroom
Tuesday, May 24: Noon ..... Grand Ballroom
Wednesday, May 25: Noon ..... Grand Ballroom

Tours
Monday, May 23: 2 to 8:30 p.m.; Final Assembly Line, Ford Rouge Plant, Dearborn, Mich.; Ford Rotunda; Dinner at Ford Central Office Building.
Tuesday, May 24: (Optional) 8:30 p.m.; Night baseball game, New York Yankees vs. Detroit Tigers, Briggs Stadium.
Wednesday, May 25: 6 p.m.; Elmwood Casino, Windsor, Ontario, Canada, for NIRA Banquet and Floor Show.

INFORMATION

Tickets
Tickets are required for the Welcome Reception; Monday, Tuesday and Wednesday luncheons; and the NIRA Banquet and Floor Show. These tickets will be furnished all Conference registrants. Wives who register will receive tickets to the Welcome Reception and the Banquet and Floor Show. Guests may be admitted to these functions upon payment of the following fees:

Welcome Reception $3.00
Mon., Tues., and Wed. Luncheons $5.00
NIRA Banquet and Floor Show $10.00

Badges
Badges are required for admission to all meetings and scheduled social functions. They are available at the registration desk daily.

Baseball Game
Tickets for the New York Yankees, Detroit Tigers night baseball game, Tuesday, May 24, 8:30 p.m., may be purchased at the registration desk for $2.25 each.

First Aid
The Sheraton-Cadillac Hotel has a resident doctor on call at all times. Call the operator in an emergency.

sunday
MAY 22

8:30 a.m.-11:00 a.m. CHURCH SERVICES OF YOUR CHOICE

8:30-11:00 a.m. ASSEMBLE EXHIBITS (4th Floor)

10:30 a.m.-5:00 p.m. REGISTRATION (4th Floor)

12 noon GRAND OPENING OF THE EXHIBIT HALL

2:00-3:00 p.m. I. OPENING GENERAL SESSION (Ballroom)

Chairman: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.

Welcome: Thomas P. Shanahan, Conference Chairman, Recreation Unit *Ford Motor Company*, Dearborn, Mich.

Introduction of Speaker: Dick Morgan, Sales Manager, *Rawlings Sporting Goods Co.*, St. Louis, Mo.

Speaker: Duffy Daugherty, Head Football Coach, *Michigan State University*, Lansing, Mich., "Athletics and Automation"

3:00-4:00 p.m. EXHIBITS (Get Lucky Prize Cards stamped)

4:00-5:30 p.m. CONCURRENT PANELS

II. RECREATION PROGRAMS FOR COMPANIES WITH LESS THAN 2,000 EMPLOYEES (Reception Room)

Chairman: C. W. Hudson, *IBM Corporation*, Rochester, Minn.

Panelists: Mary J. Best, Recreation Director, *Distillation Products Industries*, Eastman Kodak Co., Rochester. N. Y.

Edith Campbell, Supervisor of Activities, *State Farm Insurance Cos.*, Bloomington, Ill.

C. G. Manore, Services Supervisor, *Ethyl Corp. of Canada, Ltd.*, Corunna, Ontario, Canada

Howard Honaker, Recreation Director, *Faultless Rubber Co.*, Ashland, Ohio

III. BETTER BOWLING FOR INDUSTRY (Ballroom)

Co-Chairmen: Walter Dowswell, Recreation Director, *Motorola, Inc.*, Chicago, Ill.

J. J. Minella, Executive Secretary, Kodak Park Athletic Association, *Eastman Kodak Co.*, Rochester, N. Y.

Panelists: American Bowling Congress, *Frank Baker*, Executive Secretary-Treasurer, Milwaukee, Wis.

American Junior Bowling Congress, *Homer Klene*, Executive Vice President-Treasurer, Chicago, Ill.

AMF Pinspotters, Inc., *Jerry Donovan*, Advertising Manager, New York, N. Y.

Bowling Proprietor's Association of America, *Joe S. Paulus*, President, Detroit, Mich.

Brunswick-Balke-Collender Co., *Warren Kelley*, National Sales Promotion Manager, Chicago, Ill.

Detroit Women's Bowling Association, *Mrs. Lillian Jacob*, President, Grosse Pointe Park, Mich.

Henry Detz, President, Ford Employee Bowlers Assn., *Ford Motor Co.*, Dearborn, Mich.

IV. TEAM AND PROGRAM INSURANCE (Pan American Room)

Chairman: Charles Bloedorn, Director of Recreation, *Goodyear Tire & Rubber Co.*, Akron, Ohio

Panelists: Walter Howell, Jr., *General Underwriters, Inc.*, Detroit, Mich.

Robert Anderson, CPCU, Manager Underwriters Dept., *General Underwriters, Inc.*, Detroit, Mich.

Oswald Robbins, Manager, Claims Dept., *General Underwriters, Inc.*, Detroit, Mich.

W. R. Kelk, Executive Secretary EDEAA, *E. I. du Pont de Nemours & Co.*, Wilmington, Del.

Zoltan Ferency, *State of Mich. Workman's Compensation Commission*, Detroit, Mich.

6:00 p.m. EXHIBIT HALL CLOSES

7:00 p.m. WELCOME RECEPTION (Ballroom)

Hosts: The Prophet Co., Stroh Breweries

8:30 p.m. CHEVROLET GLEE CLUB (Ballroom)

monday
MAY 23

8:30 a.m.-12 noon REGISTRATION (4th Floor)

8:00-9:30 a.m. V. KEYMAN BREAKFAST (Ballroom)
Hosts: Minnesota Mining & Mfg. Co. and General Mills, Inc.
Chairman: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.
Welcome: Mayor of Detroit, *Honorable Louis C. Miriani*
International Welcome: K. L. Young, *Ontario Department of Education*, Toronto, Ontario, Canada
Presentation of Keyman Awards: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.
Speaker: Rev. Bob Richards, Director, *Wheaties Sports Federation*, Minneapolis, Minn., "Fitness In Industry"

9:30-10:00 a.m. EXHIBITS

10:00 a.m. VI. GENERAL SESSION "Music In Industry" (English Room)
Chairman: Ted Vosburgh, *Dow Chemical Co.*, Midland, Mich.
Panelists: National Industrial Music Council
Special Presentation: Music, Lights & Costumes—Peter Kelley, Industrial Representative, *Music Theatre, Inc.*, New York, N. Y.

11:00 a.m.-12 noon EXHIBITS (4th Floor—get Lucky Cards stamped)

12 noon VII. NIRA WELCOME LUNCHEON (Ballroom)
Chairman: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.
Invocation: Rev. Arthur M. Krawczak, C.Y.O. Youth Director, *Archdiocese of Detroit*
Combo: Leonard Stanley Trio—*Vocalist:* Betty Pesch
Award: Boy Scouts 50th Anniversary, J. H. Browne, Director, Exploring Service
Speaker: Franklin L. Orth, Executive Vice President, *National Rifle Association*, Washington, D. C., "Industry—Top Gun in New Leisure Age"
Presentation of NRA-NIRA Championship Awards

2:00 p.m. FORD TOUR
(Board buses in front of hotel)
Chairman: Charles Haggerty, Recreation Unit, *Ford Motor Company*, Dearborn, Mich.

3:00 p.m. FORD ASSEMBLY LINE

4:30 p.m. ROTUNDA (Spring Festival and Ford Employee Internat'l Art Exhibit)

6:00 p.m. RECEPTION AT FORD ROTUNDA

7:00 p.m. FORD DINNER (Ford Central Office Building)
Invocation: Rev. Russell H. McConnell, *Greenfield Congregational Church*, Dearborn, Mich.
Entertainment: Ford Chorus
Introduction of Speaker: R. T. Ross, Manager, Employee Programs, Central Staff, *Ford Motor Company*, Dearborn, Mich.
Speaker: K. D. Cassidy, Vice President, Industrial Relations, Central Staff, *Ford Motor Company*, Dearborn, Mich.

9:00 p.m. Buses return to Hotel

10:00 p.m. REGIONAL CAUCUSES (5th Floor)

Region I:	Pan American Room	Region V:	Parlor K
Region II:	Sheraton Room	Region VI:	Parlor J
Region III:	Michigan Room	Region VII:	Parlor I
Region IV:	Parlor H	Region VIII:	Parlor F

tuesday
MAY 24

8:30 a.m.-4:30 p.m. REGISTRATION (4th Floor)

8:30 a.m.-6:00 p.m. EXHIBITS (4th Floor)

9:00-10:30 a.m. CONCURRENT PANELS

VIII. HOW TO EVALUATE YOUR VENDING PROGRAM
(Ballroom)

Co-Chairmen: Ralph M. Isacksen, Assistant Vice President, *The Seeburg Corporation*, Chicago, Illinois
R. R. Schenk, Community Relations Manager, *Owens-Corning Fiberglas Corp.*, Newark, Ohio
Panelists: The Prophet Company, *Henry A. Montague*, President, Detroit, Mich.
The Seven-Up Company, *Norman Shank*, Service Engineer, St. Louis, Mo.
Pepsi-Cola Company, *Robert D. Thomson*, Manager Industrial Sales, New York, N. Y.
Interstate Vending Company, *Ronald Wolff*, President, Chicago, Ill.
Coca-Cola Company, *Frank A. Matheson*, Industrial Sales Manager, Chicago, Ill.
Automatic Canteen Co. of America, *Charles Ritzen*, Vice President, Chicago, Ill.
Davidson Bros., *Douglas Moore*, Vice President, Los Angeles, Calif.
Automatic Canteen of Canada, *William LaBute*, Sales Representative, Scarborough, Ont., Canada

IX. RECREATION FACILITIES FOR THE SMALL COMPANY
(Sheraton Room)

Chairman: Hubert Henderson, Assistant Director, *North Carolina Recreation Commission*, Raleigh, N. C.
Panelists: Joe Perkins, Supervisor, Employee Relations, *Delco Radio Div., GMC*, Kokomo, Ind.
J. J. DiMatteo, Recreation Director, *Moraine Products, GMC*, Dayton, Ohio
W. A. Barnes, Recreation Director, *McKinnon Industries*, Subsidiary of General Motors Corp., St. Catharines, Ont., Canada
Fritz Merrell, Athletic and Recreation Supervisor, Olin Mathieson Chemical Corp., Pisgah Forest, N. C.

X. CITY INDUSTRIAL RECREATION COUNCIL CLINIC
(Reception Room)

Chairman: Ralph C. Smith, Secretary-Treasurer, *San Diego Industrial Recreation Council*, San Diego, Calif.
Panelists: Hugh Keys, President, *Industrial Recreation Association of Dayton*, Ohio
Henry Lyon, Vickers, Inc., *Industrial Recreation Association of Detroit*, Mich.
Frederick R. Ridolf, President, *Long Island Industrial Recreation Association*, Roosevelt Field, N. Y.
Andy Thon, Executive Secretary, *Milwaukee County Industrial Recreation Council*, Milwaukee, Wis.
Wm. R. Jones, *Sarnia Industrial Recreation Council*, Sarnia, Ontario, Canada
P. J. McCarthy, Public Relations Director, *Chicago Park District*, Chicago, Illinois
J. Ray Thomas, *Columbus Industrial Recreation Association*, Columbus, Ohio

10:00-11:30 a.m. XI. RECREATION RESPONSIBILITIES IN PRE-RETIREMENT PLANNING (English Room)

Chairman: Carl Klandrud, Supervisor, Personnel Service Section, *Allis-Chalmers Manufacturing Co.*, Milwaukee, Wis.
Panelists: Norman Beplay, Recreation Director, *Indianapolis Power & Light Co.*, Indianapolis, Ind.
M. G. Young, Administrator, Personnel Services, RCA Staff, *Radio Corp. of America*, Camden, N. J.
Lewis J. Fitzgerald, Recreation Director, *GMC Truck & Coach Div.*, Pontiac, Mich.
Dr. Charles W. Sellers, Detroit, Mich.
Earl B. Dodds, Secretary, *Telephone Pioneers of America*, New York, N. Y.

10:30-12 noon EXHIBITS (4th Floor)

12 noon-2:00 p.m. XII. GENERAL MOTORS LUNCHEON (Ballroom)

Chairman: Fred Canaday, Recreation Director, *General Motors Corp.*, Detroit, Mich.

Invocation: Dr. Homer Armstrong, *First Baptist Church*, Birmingham, Mich.

Bill Prichard Remembrance: Harry A. Stuhldreher, Assistant to Vice President, *United States Steel Corp.*, Pittsburgh, Pa.
Thomas P. Shanahan, Conference Chairman, Recreation Unit, *Ford Motor Company*, Dearborn, Mich.

Entertainment: Cathy McLean, Vocalist

Speaker: Dr. R. C. S. Young, *General Motors Business Consultant*, General Motors Corp., Detroit, Mich., "Recreation In Industry Is Americanism"

2:00-3:00 p.m. EXHIBITS (4th Floor)

3:00-5:30 p.m. RECREATION IN SPECIFIC INDUSTRIES FORECAST

XIII. HEAVY MANUFACTURING (Ballroom)

Co-Chairmen: A. L. Cavalloro, Central Staff, Employee Programs, *Ford Motor Company*, Dearborn, Mich.
H. S. Naish, Chief of Employee Services, *Convair, Div. General Dynamics Corp.*, Pomona, Calif.

Aircraft

Boeing Airplane Company, *Ray E. Cottet*, Assistant Chief, Employee Relations, Seattle, Wash.
Chance Vought Club, Inc., *D. V. Goin*, Recreation Manager, Dallas Texas
Grumman Aircraft Engineering Corp., *Robert J. Benn*, Recreation Director, Bethpage, L. I., N. Y.
Lockheed Employee Recreation Club, *Frank Davis*, Manager, Burbank, Calif.
McDonnell Aircraft Corporation, *Bert Granville*, Recreation Supervisor, St. Louis, Mo.
North American Aviation, Inc., *C. E. Seddon*, Recreation Director, Columbus, Ohio
Norair, Div. of Northrop Corp., *C. G. Boyle*, Chief Personnel Activities, Hawthorne, Calif.
Republic Aviation Corporation, *Oskar Frowein*, Recreation Director, Farmingdale, L. I., N. Y.
Temco Aircraft Corp., *Jim Bernard*, Employee Services Coordinator, Dallas, Texas

Automotive

The Firestone Tire & Rubber Co., *F. A. Wahl*, Director of Recreation, Akron, Ohio
Ford Motor Company, *Charles Haggerty*, Recreation Unit, Dearborn, Mich.
General Motors Corporation, *R. Fred Canaday*, Director of Recreation, Detroit, Mich.
The B. F. Goodrich Company, *C. A. Mears*, Manager of Recreation, Akron, Ohio
Goodyear Tire & Rubber Company, *Charles Bloedorn*, Director of Recreation, Akron, Ohio
Guide Lamp Division, GM, *E. J. Dietzer*, Supervisor Employee Relations, Anderson, Ind.
Inland Manufacturing Division, GM, *L. M. Deal*, Supervisor, Personnel Activities, Dayton, Ohio

General

Airco Association, Inc., *G. R. Bennett*, Secretary, New York, N. Y.
The American Laundry Machinery Co., *Kenneth P. Finzer*, Recreation Director, Rochester, N. Y.
American Sterilizer Company, *Ray J. Spurgeon*, President, Employee Recreation Association, Erie, Penn.
The Bauer Bros. Company, *Dick Jordan*, Personnel Director, Springfield, Ohio
Delco Appliance Division, GM, *W. P. Blackmon*, Supervisor, Employee Relations, Rochester, N. Y.
The Falk Corporation, *Pat Feely, Jr.*, Recreation Director, Milwaukee, Wis.
Kohler Company, *Roy A. Ebben*, Recreation Director, Kohler, Wis.
Lennox Industries, Inc., *Lloyd McKinnon*, Manager Industrial Relations, Marshalltown, Iowa
MacGregor Sport Products Inc., *Robert F. Nead*, Personnel Director, Cincinnati, Ohio
Raybestos Division of Raybestos-Manhattan, Inc., *Arthur R. Brauer*, Assistant Director Industrial Relations, Bridgeport, Conn.
Scovill Manufacturing Company, *Fred A. Wilson*, Coordinator Employee Activities, Waterbury, Conn.
Teletype Club, *G. F. Kalmus*, Executive Secretary, Skokie, Ill.
Vendo Company, *M. F. Newbold*, Director Personnel Services, Kansas City, Mo.
Victor Adding Machine Company, *Wm. J. Krienitz*, Manager Employee Services, Chicago, Ill.

Western Machine Company, *J. O. Peters*, Production Manager, Milwaukee, Wis.
Whirlpool Corporation, *W. B. Pleister*, Director Employee Relations, Clyde, Ohio

XIV. FOOD-DRUG-CONTAINER (Ballroom)

Co-Chairmen: James H. Muckley, Activities Coordinator, *Smith Kline & French Laboratories*, Philadelphia, Pa.
Newt E. West, Recreation Personnel Director, *Helms Bakeries*, Los Angeles, Calif.
Panelists: Abbott Laboratories, *Bill Ehnert*, Recreation Director, North Chicago, Ill.
Corning Glass Center, *Laurence B. Ferris*, Recreation Director, Corning, N. Y.
International Shoe Company, *Dean Moneymaker*, Recreation Director, St. Louis, Mo.
S. C. Johnson & Son, Inc., *Ray Smith*, Recreation Director, Racine, Wis.
The Upjohn Company, *R. N. Prey*, Head, Employee Services, Kalamazoo, Mich.
The Williams Manufacturing Company, *Jim Secrest*, Recreation Director, Portsmouth, Ohio

XV. OIL-STEEL-METAL (Ballroom)

Co-Chairmen: A. Murray Dick, Director of Recreation, *Dominion Foundries and Steel, Ltd.*, Hamilton, Ont., Canada
Roy Ellington, Recreation Counselor, *Kaiser Aluminum & Chemical Corp.*, Ravenswood, W. Va.
Panelists: Anaconda Aluminum Company, *Orion B. Koppang*, Employees' Club Manager, Columbia Falls, Mont.
The Cleveland Graphite Bronze Company, *Julius Nagy*, Supervisor of Recreation, Cleveland, Ohio
Crucible Steel Company of America, *Pat Allen*, President Recreation Club, Syracuse, N. Y.
Keystone Steel & Wire Company, *Dean Briggs*, Director Employee Activities, Peoria, Ill.
Sun Oil Company, *Wm. C. F. Ziegenfus*, Recreation Director, Marcus Hook, Pa.
United States Steel Company, *E. T. Mitchell*, Supervisor Recreation, Gary, Ind.

XVI. CHEMICAL-TEXTILE-PAPER (Ballroom)

Co-Chairmen: R. J. Walsh, Director, Kodak Office Recreation Club, *Eastman Kodak Company*, Rochester, N. Y.
Nick M. Miketinac, Recreation Director, *The Charmin Paper Products Company*, Green Bay, Wis.
Panelists: Ansco Recreation Association, *Kenneth Stanford*, President, Binghamton, N. Y.
Bausch & Lomb Optical Company, *Leo Schlemmer*, Recreation Director, Rochester, N. Y.
The Chemstrand Corporation, *Summers Jarrett*, Head Employee Relations, Pensacola, Fla.
Diamond Alkali Co., *Vaughn R. Betzer*, President, ERA, Fairport Harbor, Ohio
The Dow Chemical Company, *T. C. Kanary, Jr.*, Recreation Director, Midland, Mich.
Flick-Reedy Corp., *Arthur Conrad*, Manager, Public Relations, Bensenville, Ill.
Hayes Stellite Company, *G. S. Trevor*, Industrial Relations Department, Kokomo, Ind.
Hillyard Sales Company, *A. G. Hann*, Lathrup Village, Mich.
Olin Mathieson Chemical Corp., *F. E. Howell, Sr.*, Employee Activities, East Alton, Ill.
Polymer Corporation Ltd., *Jim Charrington*, President Recreation Club, Sarnia, Ont., Canada
Riegel Community Foundation, Inc., *S. W. Miller*, Director, Milford, N. J.
St. Regis Paper Company, *C. E. Barnhart*, Athletic Program Director, Pensacola, Fla.
Tennessee Eastman Recreation Club, *R. D. Delius*, Recreation Office, Kingsport, Tenn.
Texas Eastman Company, *R. F. Brown*, Personnel Assistant, Longview, Texas

XVII. ELECTRONICS-BUSINESS MACHINES (Ballroom)

Co-Chairmen: B. M. Kozman, Activities Manager, *Thompson Ramo Wooldridge, Inc.*, Cleveland, Ohio
Ken Klingler, Assistant Personnel Director, *Consolidated Vacuum Corporation*, Rochester, N. Y.
Panelists: Clevite Transistor Products, *Gene Shine*, Recreation Director, Waltham, Mass.
General Electric Co., Large Lamp Div., *H. B. Aitken*, Employee and Community Relations, Cleveland, Ohio

Minneapolis-Honeywell Regulator Company, *C. S. Hoyt,* Manager Employee Service, Minneapolis, Minn.
Motorola, Inc., *Walter Dowswell,* Recreation Director, Chicago, Ill.
National Cash Register, *C. R. Gillaugh,* Director of Recreation, Dayton, Ohio
Sperry Gyroscope Company, *A. J. Albert,* Employee Service, Lake Success, Great Neck, N. Y.
Stromberg-Carlson Company, *Paul M. Newman,* Manager of Recreation, Rochester, N. Y.
Texas Instruments, Inc., *T. E. Smith,* Recreation Director, Dallas, Texas
Thompson Products Valve Division, *H. P. Sopka,* Personnel and Activities Supervisor, Cleveland, Ohio
Thompson Ramo Wooldridge, Inc., *Paul Wharton,* Personnel Supervisor, Harrisburg, Penn.

XVIII. NON-MANUFACTURING-INSURANCE-MILITARY-UTILITIES
(Ballroom)
Co-Chairmen: Martha L. Daniell, Director of Recreation, *Nationwide Insurance,* Columbus, Ohio
John G. Tutko, Recreation Director, *Headquarters USAF Special Fund,* Secretary of the Air Staff, Washington, D. C.
Panelists: Aro, Incorporated, *G. M. Matlack,* Recreation Coordinator, Arnold Air Force Station, Tenn.
Jackson & Perkins Company, *J. H. Slagle,* Director Employee Relations, Newark, N. Y.
R. R. Donnelley & Sons Company, *John Crnich,* Employee Activities, Chicago, Ill.
Detroit Edison Company, *C. V. Pellegrin,* Supervisor of Recreation, Detroit, Mich.
Milwaukee Gas Light Company, *L. E. Luedke,* Welfare and Recreation Supervisor, Milwaukee. Wis.
Minneapolis Gas Company, *LeRoy S. Gill,* Recreation Supervisor, Minneapolis, Minn.
Sarnia Hydro Recreation Club, *Keith G. Teft,* Sarnia, Ontario, Canada
Rochester Gas and Electric Corp., *Arlen C. Howland,* Director of Training and Activities, Rochester, N. Y.

7:00 p.m. DINNER (open)

8:00 p.m. BASEBALL GAMES (Tigers vs. Yankees) optional
Hillerich & Bradsby Award, Briggs Stadium

NIRA

The National Industrial Recreation Association is a nation-wide, non-profit association, organized by industry to serve its members in national, regional and local industrial recreation problems. Its purpose is to promote recreation as a sound industrial policy by improving the caliber of industrial recreation programs, raising the standards of the profession and helping each company director do a better job for his company and its employees.

NIRA's constantly growing series of services to the recreation director include the following:

RECREATION MANAGEMENT, monthly magazine.
Newsletters and "Idea Clinics"
Insurance coverage and counsel
Advisory service by recreation experts
Research and professional study
National and Regional Conferences
Club aids and reference library

Company memberships are available to industrial and business firms interested in the development of employee recreation, on the basis of the following dues schedule:

	Annual Fee	Maximum Services
Companies with less than 1,000 employees	$35.	2
Companies with 1,001 to 5,000 employees	65.	4
Companies with 5,001 to 10,000 employees	95.	6
Companies with more than 10,000 employees	125.	10

"Maximum services" indicates the number of individuals in a company and its branches to whom services are sent. Additional services may be obtained for a charge of $15 per year, per service.

wednesday
MAY 25

8:30-10:00 a.m. REGISTRATION (4th Floor)

8:30-noon EXHIBITS (4th Floor)

9:00-10:30 a.m. XIX. TRAVEL SERVICE CHECKLIST (Ballroom)

Chairman: Oskar Frowein, Recreation Director, *Republic Aviation Corp.*, Farmingdale, L. I., N. Y.

Panelists: Hotel Manhattan, *Wm. H. Hutchinson*, Director of Sales, New York, N. Y.

Fontainebleau Hotel, *Joe Lucko*, Mid-West Sales Manager, Chicago, Illinois

New York Convention and Visitors Bureau, *Charles Gillett*, Promotion Director, New York, N. Y.

Maupintour Associates, *Alan Citron*, National Sales Representative, Lawrence, Kan.

Transport & Travel Contractors, Inc., *John Ricksen*, President, New York, N. Y.

Transmarine Tours, Inc., *Thomas Broderick*, Director, New York, N. Y.

Laneseair Travel Service, Inc., *Jorgen Kolle*, Vice President, Washington, D. C.

Lanseair of California, *W. J. Peters*, President, Los Angeles, Calif.

Happiness Travel Service, *Col. Benjamin Getzoff*, Manager Incentive Division, Chicago, Ill.

Sabena-Belgian World Airlines, *Jan Yones*, Manager Tour and Charter Department, New York, N. Y.

U. S. Overseas Airlines, Inc., *Frank Sherman, Jr.*, New York, N. Y.

Trans World Airlines, *Herb Lynn*, Manager Commercial Sales, New York, N. Y.

Pan American World Airways System, *Phil Siefert*, Long Island City, N. Y.

KLM Royal Dutch Airlines, *George V. Lambert*, U. S. Sales Manager, New York, N. Y.

Edward Krones Enterprises, Inc., *Edward Krones*, New York, N. Y.

Ozark Playgrounds Association, *Tom Ayers*, Executive Director, Joplin, Mo.

Western Airlines, *Richard Pryor*, Employee Services Manager, Los Angeles, Calif.

9:00 a.m.-10:30 a.m. CONCURRENT SESSIONS

XX. MY PROBLEM IS (Pan American Room)

Co-Chairmen: Earl Schreiber, Recreation Director, *Timken Roller Bearing Co.*, Canton, Ohio

Gordon L. Starr, *University of Minnesota*, Minneapolis, Minn.

Panelists: Warren Wallgren, Recreation Supervisor, *Theo. Hamm Brewing Co.*, St. Paul, Minn. (Clubs)

Daniel H. Zieverink, *Supervisor Employee Services*, General Electric Co., Cincinnati, Ohio (Facilities)

Dick Miller, Consultant, *Sportsmen's Service Bureau*, Crown Point, Ind. (Outdoor Activities)

Garland Munz, Supervisor Employee Services, *Champion Paper & Fibre Co.*, Hamilton, Ohio (General Activities)

James O'Loughlin, Coordinator Employee Activities, *AC Spark Plug Division GM*, Milwaukee, Wis. (Contests)

Arthur E. Gilligan, President, *Convair Recreation Association*, Fort Worth, Texas (Astronomy Activity)

XXI. VOLUNTEERS IN THE RECREATION PROGRAM (Reception Room)

Chairman: J. R. Mitchell, Chief of Employee Services, *Convair, Division of General Dynamics Corp.*, San Diego, Calif.

Panelists: Chuck Cryder, *Motorola, Inc.*, Arcade, N. Y.

Miss Madeline Norton, *Northwestern Bell Telephone Company (AT&T)*, Minneapolis, Minn.

E. E. Cryer, Recreation Coordinator, *Ford Motor Company*, Livonia, Mich.

John R. Casey, Supervisor Recreation, *Carrier Corporation*, Syracuse, N. Y.

Ken L. Kellough, Recreation and Welfare Administrator, *North American Aviation, Inc.*, Los Angeles, Calif.

10:30 a.m.-11:30 a.m. EXHIBIT HALL LAST CALL

12 noon XXII. PAST PRESIDENTS AWARDS LUNCHEON (Ballroom)

Chairman: Thomas G. Croft, Chief of Employee Service, *Convair, Div. General Dynamics Corp.*, Fort Worth, Texas

Invocation: Bishop Archy Crowley, *Episcopal Diocese of Michigan*

Entertainment: The Jack Hagen Trio—Vocalist Jan Wynn

Awards: Industrial Sportsman of the Year—Harvey Sterkel, *Stephens-Adamson Manufacturing Co.*, Aurora, Ill., by Hoyt A. Mathews, *Editor, Recreation Management Magazine*

Helms Award: Colonel Ted Bank, *Athletic Institute*, Chicago, Ill. Newt West, Recreation Personnel Director, *Helms Bakeries*, Los Angeles, Calif.

Speaker: W. H. Edmund, Executive Consultant, *Goodyear Tire & Rubber Co.*, Akron, Ohio, "Why A National Industrial Recreation Association?"

2:00 p.m. REGISTER FOR VOTING (Reception Room)

3:00-5:30 p.m. XXIII. ANNUAL MEETING AND ELECTION OF OFFICERS (Ballroom)

Chairman: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.

6:00 p.m. BUSES LEAVE FOR CANADIAN TOUR

Royal Canadian Mounted Police
Essex County Scottish Bagpipers

8:30 p.m. NIRA BANQUET AND FLOOR SHOW (Elmwood Casino)

Chairman: John H. Leslie, NIRA President, Manager of Employee Recreation, *Minnesota Mining & Manufacturing Co.*, St. Paul, Minn.

Welcome to Canada: Bryan L. Cathcart, Department of Travel and Publicity, *Office of the Minister*, Toronto, Ont., Canada

Special Entertainment: Mr. Sound Effects, Wes Harrison

Floor Show: Broadway Musical Comedy—Cast of 25

WIVES' PROGRAM

Sunday, May 22

10:30 a.m.	Registration
2 p.m.	General Session (Ballroom)
3 p.m.	Exhibits (4th floor)
7 p.m.	Welcome Reception (Ballroom)

Monday, May 23

9 a.m.	Welcome Briefing (Sheraton Room)
9:25 a.m. to 9:30 p.m.	Greenfield Village and Henry Ford Museum, Luncheon at Lovett Hall, Ford tour and reception, Ford Motor Co. dinner and entertainment

Tuesday, May 24

Morning	Open
11:30 a.m.	Luncheon at Detroit Edison Company Boat Club
Afternoon	Boat Ride
Evening	Baseball game: New York Yankees vs Detroit Tigers (optional)

Wednesday, May 25

10 a.m.	Card Party, J. L. Hudson Co.
12:30 p.m.	Luncheon and Fashion Show, J. L. Hudson Co. Lady Sabena, travel tips.
Afternoon	Open
6 p.m.	NIRA Banquet and Floor Show, Elmwood Casino, Windsor, Ontario

CONFERENCE HOSTS

1943	**New York**	**1953**	**Cleveland**
1944	**Chicago**	**1954**	**Chicago**
1945	**Detroit**	**1955**	**Dayton**
1946	**Chicago**	**1956**	**New York**
1947	**Chicago**	**1957**	**Chicago**
1948	**Akron**	**1958**	**Fort Worth**
1949	**Detroit**	**1959**	**Philadelphia**
1950	**Milwaukee**	**1960**	**Detroit**
1951	**Chicago**	**1961**	**Chicago**
1952	**Rochester**	**1962**	**New York**

exhibit DIRECTORY

EXHIBIT HOURS

After the Grand Opening at Sunday noon, the Exhibit Hall will be opened every morning at 8:30. This year's exhibitors offer the latest in industrial recreation products and services designed to help you in your program. Make it a point to meet and talk to every exhibitor.

If you are already using an exhibitor's product, step up, introduce yourself and tell him what you think of his product. You will find them the friendliest people on earth.

DOOR PRIZES

Our Exhibitors have put up a galaxy of valuable awards for door prizes.

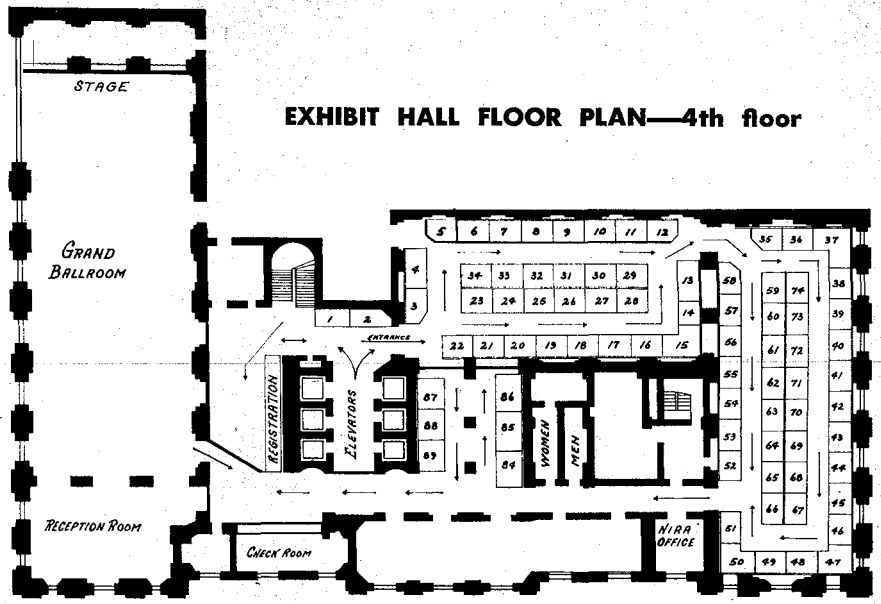
Have your "Lucky Door Prize Card" that you received when registering stamped by each exhibitor. When it is completely filled, return it to the 4th floor registration desk for the door prize drawings. Door prizes will be awarded at the following times:

Monday: 10 a.m. General Session
Noon Luncheon
7 p.m. Ford Dinner

Tuesday: Noon General Motors Luncheon
3 p.m. Panel Sessions

Wednesday: Noon Luncheon
NIRA Banquet and Floor Show

EXHIBIT HALL FLOOR PLAN—4th floor



EXHIBITORS REPRESENTATIVE—Jack McGrath

From the beginning, NIRA exhibitors have contributed greatly to the growth of the Association and to the advancement of industrial recreation. As recreation directors, we count on them for expert help and advice. The NIRA Exhibitors Representative at this year's conference, genial Jack McGrath, advertising manager, Hillerich & Bradsby Co., has long been a true friend of industry. He has attended all of NIRA's 19 annual meetings, and his company has displayed every year since exhibits were added to the Conference.



ABC VENDING CORPORATION **Booth 47**
50-01 Northern Blvd., Long Island City, N. Y. Ravenswood 15000
Specialists in inplant feeding and vending services, providing service throughout the United States.
R. Smerling, Martin Winter
Exhibiting for the 3rd time

ADIRONDACK BATS INC. **Booth 28**
McKinley Ave., Dolgeville, N. Y. 5281
Adirondack bats, including baseball, softball, Little League, Pony and Babe Ruth League bats.
Hal Schumacher, Chuck Dickey
Exhibiting for the 10th time

AMERICAN BOWLING CONGRESS **Booth 11**
1572 E. Capitol Drive, Milwaukee 11, Wis. WO 2-3520
Non-profit membership services organization for male tenpin bowlers.
John Hilbert, Frank K. Baker
Exhibiting for the 6th time

AMERICAN HANDICRAFTS CO. **Booth 8**
4831 Woodward Ave., Detroit 1, Mich. TEmple 3-9286
Complete line of Handicrafts—everything for the Craftsman.
Al Martin
Exhibiting for the 2nd time

AMERICAN LOCKER COMPANY, INC. **Booth 30**
211 Congress St., Boston 10, Mass. HAncock 6-6830
Coin-operated locker checking systems—on charge or refund basis—outright purchase or lock lease arrangement.
William D. Creighton, Henry C. Groh, James P. Demas, John H. Jacobs
Exhibiting for the 1st time

AMERICAN PLAYGROUND DEVICE CO. **Booths 13, 14**
1801-31 S. Jackson St., Anderson, Ind. 2-0288, 2-0289, 2-0280
Manufacturers of fine Park, Picnic, Playground, Swimming Pool and Dressing Room Equipment.
Norman R. Miller, William B. Cook, Charles L. Cummings
Exhibiting for the 5th time

THE ATHLETIC INSTITUTE **Booth 12**
209 S. State St., Chicago 4, Ill. HArrison 7-0029
Visual Aids: Films—Publications for Athletics, Physical Education, and Recreation.
Theodore P. Bank
Exhibiting for the 7th time

AUTOMATIC CANTEEN COMPANY OF AMERICA **Booths 52, 53, 54**
1430 Merchandise Mart Plaza, Chicago 54, Ill. DElaware 7-5900
Complete vending service and customusic—background music programmed with a purpose.
R. D. Gremp, Jr., C. J. Ritzen, W. A. Sharp, R. K. Ziegler, L. G. Monger
Exhibiting for the 10th time

BOY SCOUTS OF AMERICA **Booth 69**
New Brunswick, N. J. CHarter 9-6000
Exploring—a program mutually beneficial to Industry and High School age boys.
J. H. Browne, Paul W. Moore
Exhibiting for the 1st time

CAPITAL AIRLINES, INC. **Booth 44**
National Airport, Washington, D. C. REpublic 7-6830
Air transportation—Industrial Vacation Plans.
W. D. Smith, J. E. Brown, B. G. Bricks, Jerry Stevens
Exhibiting for the 1st time

CHAMPION KNITWEAR CO., INC. **Booth 37**
P. O. Box 850, Rochester 3, N. Y. BRowning 1-2235
Special processed sportswear for all NIRA activities.
Joe Carroll, Harold Lipson
Exhibiting for the 9th time

CHICAGO 1961 CONFERENCE COMMITTEE **Booth 50**
NIRA's 20th Anniversary Conference and Exhibit, Hotel Sherman, Chicago, Ill., June 11-14, 1961.
Ralph M. Isacksen, Chairman; Walter Dowswell, John Crnich, William Ehnert, William J. Krienitz, P. J. McCarthy, Edward T. Mitchell

CLEVELAND CRAFTS CO. **Booth 61**
4707 Euclid Ave., Cleveland 3, Ohio HE 2-1333
Handicraft Supplies.
Werner Magnus, Wayne Blanchard
Exhibiting for the 2nd time

THE COCA-COLA COMPANY — **Booth 23**
Box 1734, Atlanta 1, Ga. — TRinity 5-3411
Coca-Cola and latest vending equipment.
Donald H. Cowan, C. C. Stoddard
Exhibiting for the 9th time

CONN Corporation — **Booth 51**
1101 E. Beardsley Ave., Elkhart, Ind. — COngress 4-1161
Display your corporate image with a band or orchestra using Conn instruments.
Frank Konn
Exhibiting for the 3rd time

CONVERSE RUBBER COMPANY — **Booth 20**
2000 Mannheim Road, Melrose Park, Ill. — EStebrook 8-4645
Complete line of athletic and sporting footwear.
Jim Curry, Harold Curry, Grady Lewis
Exhibiting for the 5th time

DAYTON RACQUET COMPANY — **Booth 72**
302 S. Albright St., Arcanum, Ohio — OWen 2-8556
Steel tennis, badminton and paddle tennis racquets.
E. Louis Munday
Exhibiting for the 1st time

EASTMAN KODAK COMPANY — **Booths 25, 26**
343 State St., Rochester 4, N. Y. — LOcust 2-6000
Brownie Still Cameras and Outfits, 35mm. cameras and projectors, 8 and 12 movie equipment.
Chuck McNary, George Betts, Marvin Hodges, Hutch Fairbanks
Exhibiting for the 4th time

ELLIOTT SALES BUILDERS DIV. ELLIOTT TRAVEL SERVICE — **Booth 41**
18657 Livernois Ave., Detroit, Mich. — UN 2-7555
Sales incentive programs, group travel, employee recreation for travel.
Elliott C. Schubiner, Irvel Newman
Exhibiting for the 1st time

ENCYCLOPAEDIA BRITANNICA, INC. — **Booth 48**
1116 Francis Palms Bldg., Detroit, Mich.
Encyclopaedia Britannica.
T. C. Elliott, P. C. Johnson, B. Elliott
Exhibiting for the 3rd time

GENERAL UNDERWRITERS, INC. — **Booth 45**
730 Buhl Bldg., Detroit 26, Mich. — WOodward 3-5240
Insurance.
Walter R. Howell, Jr., Robert Anderson, O. M. Robbins
Exhibiting for the 1st time

HANCOCK IRON WORKS — **Booth 16**
52 W. Pike St., Pontiac, Mich. — FEderal 5-6230
Park Stoves; Outdoor Cooking Equipment.
John E. Madole, V. H. Hancock
Exhibiting for the 1st time

HANNA MANUFACTURING COMPANY — **Booth 6**
Athens, Ga.
Baseball, Softball, Pony League, Babe Ruth and Little League Bats.
Johnny Broadnax, Larry Herman
Exhibiting for the 10th time

HAPPINESS TRAVEL SERVICE — **Booth 31**
6 E. Monroe St., Chicago 3, Ill. — STate 2-4900
For outstanding domestic travel—Happiness Tours!
For memorable foreign travel—Journeys International!
Benjamin Getzoff
Exhibiting for the 3rd time

HARRISON AND ASSOCIATES — **Booth 60**
408½ Douglas Ave., Ames, Iowa — CEdar 2-1589
Minneapolis: WEst 9-9131
Recreational and Industrial Site Planning Consultants.
Arthur L. Harrison, Donald G. Brauer, Clifton E. French
Exhibiting for the 1st time

HILLERICH & BRADSBY CO. — **Booth 59**
434 Finzer St., Louisville 2, Ky. — JUniper 5-5226
Louisville Slugger Bats, Louisville Slugger Softball Bats, Grand Slam Golf Clubs.
Jack McGrath, Dick Sawyer
Exhibiting for the 10th time

INDUSTRIAL RECREATION ASSN. OF DETROIT — **Booth 73**
Detroit, Mich.
Mutually associated for the progress of Industrial Recreation Programs throughout Greater Detroit.
William Knight, Cadillac Motor Car Div., General Motors Corp.

INTERSTATE VENDING COMPANY — **Booths 3, 4**
251 E. Grand Ave., Chicago 11, Ill. — WHitehall 3-3535
Fresh percolated coffee vending machines; soda vending machines.
Louis Loizzo, Clifford Nelson
Exhibiting for the 4th time

JEWEL CREATIONS — **Booth 67**
11 West 30th St., New York 1, N. Y. — PE 6-2615
Do-It-Yourself costume jewelry programs for Industrial Recreation.
Alexander Samuels
Exhibiting for the 2nd time

KLM ROYAL DUTCH AIRLINES — **Booth 42**
333 N. Michigan Ave., Chicago, Ill. — Detroit: WOodward 3-9100
Complete Tour Package for Employee Group Travel to Europe and Caribbean.
Charles L. Bulterman, H. A. van Lunenburg
Exhibiting for the 2nd time

THE MAC GREGOR COMPANY — **Booths 21, 22**
4861 Spring Grove Ave., Cincinnati 32, Ohio — KIrby 1-3464
Athletic Equipment—Golf—Tennis.
E. J. "Mike" Close, Paul Francisco
Exhibiting for the 8th time

MINNESOTA MINING & MANUFACTURING COMPANY — **Booth 9**
900 Bush Ave., St. Paul 6, Minn. — PRospect 6-8511
Gift wrapping classes for women employees.
Paul A. Bard, K. H. Flowerday, R. E. Strong
Exhibiting for the 1st time

MINNESOTA MINING & MANUFACTURING COMPANY — **Booth 40**
900 Bush Ave., St. Paul 6, Minn. — PRospect 6-8511
"Scotch" Brand pressure sensitive tapes; "Thermo-Fax" copying machines; "Scotch" Brand magnetic tapes.
Robert H. Larson, Robert B. Doheny
Exhibiting for the 1st time

MIRACLE EQUIPMENT COMPANY — **Booths 32, 33**
P. O. Box 275, Grinnell, Iowa — BElmont 6-4000
Manufacturers Playground Equipment.
C. W. Ahrens, Don Ahrens, Don Hayward, Paul Buckley, Clarence Warren, Joe Denzak
Exhibiting for the 2nd time

THE MORGAN SIGN MACHINE CO. — **Booth 36**
4510 N. Ravenswood Ave., Chicago 40, Ill. — LOngbeach 1-5926
Line-O-Scribe sign printing machines and supplies.
Kenneth Hurl
Exhibiting for the 3rd time

MUSIC THEATRE, INC. — **Booth 86**
119 W. 57th St., New York 19, N. Y.
Broadway Musicials packaged for employee performance; costumes by Brooks, lights by Kliegl Bros.
Peter Kelley, Bob Cahlman, Walter Russell
Exhibiting for the 2nd time

NAT NAST BOWLING SHIRTS, INC. — **Booth 18**
816 Central, Kansas City, Mo. — (N. Y.) MUrray Hill 4-0222
Nat Nast Bowling Shirts and Swingster Bowling Shirts.
Nat N. Nast, Jr.
Exhibiting for the 2nd time

NATL. ASSN. AMUSEMENT PARKS, POOLS & BEACHES — **Booth 56**
203 N. Wabash Ave., Chicago 1, Ill. — RAndolph 6-1528
Promotion of group outings and picnics.
John S. Bowman, Helen Bowman
Exhibiting for the 9th time

NATIONAL BOWLING COUNCIL — **Booth 24**
1420 New York Ave., N.W., Washington 5, D. C. — NAtional 8-7280
Chicago: PRescott 9-3340
Presenting a program of bowling services to American Industry's employee recreation activities.
Charles Hall, Homer Klene
Exhibiting for the 5th time

NATIONAL GOLF FOUNDATION, INC. — **Booth 12**
407 S. Dearborn St., Chicago 5, Ill. — HArrison 7-1145
Planning, organizing and operating information for golf facilities and leagues.
Rex McMorris
Exhibiting for the 5th time

NATIONAL POOL EQUIPMENT CO. — **Booth 68**
Lee Highway Florence, Ala. — AT 2-1620
Manufacturer of swimming pools and swimming pool equipment.
C. S. Jones
Exhibiting for the 1st time

NATIONAL RIFLE ASSOCIATION **Booth 17**
1600 Rhode Island Ave., N.W., Washington 6, D. C. DIstrict 7-3412
Rifle, pistol and shotgun shooting programs—shooting club organization.
Frank Daniel, Paul Cardinal
Exhibiting for the 6th time

NEW YORK CONVENTION & VISITORS BUREAU, INC. **Booth 1**
90 East 42nd St., New York 17, N. Y. MUrray Hill 7-1300
Travel promotion for New York City.
Charles Gillett, Miss Eileen Roddick-Roberts
Exhibiting for the 8th time

NORTHWEST ORIENT AIRLINES, INC. **Booth 63**
1885 University Ave., St. Paul 1, Minn. Detroit: WOodward 3-3500
Commercial Airline, Employee group tours to Florida, Hawaii, Alaska, Orient.
George Johnson, Ed Bova
Exhibiting for the 4th time

NORTHWEST AUTOMATIC PRODUCTS CORP. **Booth 38**
Griswold Vending Division
1700 Linden Ave., Minneapolis 3, Minn. FEderal 9-7521
GRISWOLD Pre-brew Coffee Vender—Banquet quality coffee.
Robert Steiner, Jerry Haarmeyer, Jim Nevin, George Woodis
Exhibiting for the 2nd time

ORGANIZATION SERVICES, INC. **Booth 89**
8259 Livernois Ave., Detroit 4, Mich. TExas 4-9020
Toys. Imprinted Specialities. Picnic and Christmas package deals. Sports Novelties. Gifts.
Irv Richter, Warren Klein, Betty Jennings, Nettie Johnston
Exhibiting for the 6th time

PAN AMERICAN WORLD AIRWAYS **Booth 46**
2510 Book Tower Bldg., Detroit 26, Mich. WOodward 3-0800
International air transportation—passenger, cargo, mail.
James McGuire
Exhibiting for the 5th time

PEPSI-COLA COMPANY **Booths 57, 58**
500 Park Ave., New York 22, N. Y. MUrray Hill 8-4500
Delegates are cordially invited to enjoy ice-cold Pepsi-Cola at booths 57 and 58.
Robert E. Hubert
Exhibiting for the 8th time

PLAYGROUND CORP. OF AMERICA **Booth 85**
5 Union Sq., New York 3, N. Y. WA 4-1167
Contemporary packaged playscapes, age graded creative equipment for public developments.
David Aaron
Exhibiting for the 1st time

RAWLINGS SPORTING GOODS CO. **Booth 34**
2300 Delmar Blvd., St. Louis 66, Mo. CHestnut 1-2900
Complete line of sporting goods for all sports. The finest in the field.
Dick Morgan, Fred Adkins, Dean Lee
Exhibiting for the 10th time

JACK REED ORCHESTRAS & SHOWS **Booth 43**
15769 James Couzens, Detroit 38, Mich. UNiversity 1-8337
Provider of top national acts of entertainment and music for banquets, shows, etc.
Jack R. Reed, Diane Van Every, Johnny Johnson and others
Exhibiting for the 1st time

SABENA BELGIAN WORLD AIRLINES **Booth 39**
720 Fifth Ave., New York 19, N. Y. JUdson 6-1070
Jet and copter scheduled airlines serving U.S.A. to Europe, Middle East and Africa.
Mr. Jan Yones, Miss Ann Nevelle
Exhibiting for the 1st time

SAUNDERS MFG. & NOVELTY CO. **Booth 2**
708 Frankfort Ave., Cleveland 13, Ohio CHerry 1-3817
Toys and packages for Xmas parties. Novelty hats and prizes for Picnics.
Dave Shanker, Larry Saunders, Mrs. L. J. Saunders
Exhibiting for the 10th time

THE SEAMLESS RUBBER COMPANY **Booth 27**
New Haven 3, Conn. ST 7-2211
Rubber Athletic Products and Underwater Equipment.
"Buck" McNeil
Exhibiting for the 1st time

THE SEVEN-UP COMPANY **Booths 65, 66**
1300 Delmar Blvd., St. Louis 3, Mo. GArfield 1-0960
Refreshing 7-Up and 7-Up vending equipment.
Herschel Hogan, Norman Shank, William Kelly
Exhibiting for the 5th time

SHAKESPEARE COMPANY — **Booth 15**
241 E. Kalamazoo Ave., Kalamazoo, Mich. — Fi-40101
Shakespeare fishing reels, rods, lines and archery equipment.
Everett Hames, Thomas F. Bubin, Ben Hardesty
Exhibiting for the 4th time

SICO MFG. CO., INC. — **Booths, 87, 88**
5215 Eden Ave. South, Minneapolis 24, Minn. — WEst 9-4663
Tuckaway table tennis table, stage and bandstand platforms, choral risers.
Richard E. Ward
Exhibiting for the 3rd time

SMITH ENTERPRISES, INC. — **Booth 19**
122 E. Main St., Rock Hill, S. C. — 4027
"The Nation's Santa Claus for Industry."
Dick Burris
Exhibiting for the 5th time

A. G. SPALDING & BROS. — **Booth 55**
4850 N. Harlem Ave., Chicago 31, Ill. — UNderhill 7-8100
Chicopee, Mass: JEfferson 3-3971
Manufacturer of sporting goods.
Duke Zilber, Chuck Hyatt, Dick Lockwood
Exhibiting for the 9th time

TANDY LEATHER CO. — **Booth 8**
4823 Woodward Ave., Detroit 1, Mich. — TEmple 1-6652
Complete line of leathercraft.
Jack D. Yarcho, William Vivian
Exhibiting for the 3rd time

TRANSPORT & TRAVEL CONTRACTORS, INC. — **Booth 35**
400 Madison Ave., New York 17, N. Y. — PLaza 9-4940
Recreational travel programs for employees.
John Ricksen, Enrico Squadra
Exhibiting for the 5th time

TRANS WORLD AIRLINES — **Booth 84**
380 Madison Ave., New York 17, N. Y. — Tel.: Your nearest TWA Sales Office
Promotional material to assist the director with travel recreation planning.
Herb Lynn and TWA Detroit personnel
Exhibiting for the 3rd time

WALDRON & COMPANY, INC. — **Booth 7**
1211 Chestnut St., Philadelphia 3, Pa. — LOcust 8-5100
Wholesalers—Jewelry, watches, silver, gifts, leather goods, radios, appliances, trophies.
Jim Waldron
Exhibiting for the 9th time

WENGER MUSIC EQUIPMENT COMPANY — **Booth 29**
Owatonna, Minn. — Owatonna 2361
Portable outdoor bandwagon, show wagon, acoustical shell on wheels, also portable folding risers and stages for bands, orchestras and choruses.
Rufus Sanders, Ed Moroney
Exhibiting for the 1st time

WILSON SPORTING GOODS CO. — **Booth 64**
2233 West St., River Grove, Ill. — GLadstone 6-6100
Complete outfitters for all sports and recreational activities. Branches in 28 cities.
Ed Reutinger, Frank Dancer, Art Massucci
Exhibiting for the 8th time

WITTEK GOLF RANGE SUPPLY CO. — **Booth 5**
5128 W. North Ave., Chicago 39, Ill. — BErkshire 7-1040
Golf supplies and equipment.
Gordon D. Valdez, George W. Lynn
Exhibiting for the 1st time

ZEBCO COMPANY — **Booth 10**
P. O. Box 270, Tulsa, Oklahoma — LU 5-1571
Zebco Reels and Rods.
Mack Shreve
Exhibiting for the 2nd time

GENERAL DEVELOPMENT CORP. — **Booth 70**
2828 Corral Way, Miami, Fla.
Living in the sun through General Development Corp.
Robert Catlin
Exhibiting for the 1st time



NNUAL NIRA CONFERENCE
EXHIBIT, JUNE 11-14, 1961

Plan to be in Chicago, Illinois, June 11-14, 1961, for the National Industrial Recreation Association's 20th anniversary Conference and Exhibit.

HOTEL SHERMAN, the leading convention hotel in the nation's leading convention city will host the NIRA Conference. Registration fees and room reservations will be basically the same as this year. Start planning your time and budget now so you will be on hand at the only national conference and exhibit on industrial recreation.

Conference Chairman:
Ralph M. Isacksen
The Seeburg Corporation

it's CHICAGO in 1961

tions and developing improved methods of operation.

Special roundtable sessions will group company representatives by their specific industries to forecast and discuss the effects of industrial trends and developments on employee service programs. Delegates will take under consideration the increasing age and income of the nation's working force, the effects of shorter working hours and automation, and expected trends in recreational needs.

From this basic information they will draw conclusions on how they may best plan to meet the lesiure challenge of the future and new responsibities they may be expected to handle.

Small company delegates will find two panels devoted exclusively to their needs. Service, contracts and other vending problems will be discussed by executives of automatic merchandising companies.

The National Bowling Council, the American Bowling Congress, Bowling Proprietors, Junior bowling, AMF, Brunswick, will be represented on a special panel session to develop methods by which industrial bowling programs can be improved.

Leading authorities and widely experienced company officials will participate on the panel, "Recreation Responsibilities in Pre-retirement Planning." Panel leaders include Dr. Charles Sellers, a retirement specialist; Dr. Harold D. Meyer, director, North Carolina Recreation Commission; and Earl B. Dodds, secretary of AT&T Pioneer clubs.

Representatives of the world's leading airlines and tour operators will be on hand to explain the NIRA Travel Service Checklist and how it can be used in planning group tours.

SPECIAL EVENTS

To make the week in Detroit a complete success, field trips, demonstrations and entertainment will provide the needed change of pace from the rigor of the conference table.

Delegates will be taken to Ford's vast Rouge plant where they will see one car roll off the final assembly line every 45 seconds.

Next, they will tour the famous Ford Rotunda and observe the company's outstanding recreation program in action. This will be followed by a recep-

continued on next page

WIVES' PROGRAM

It's a lucky wife who talks her husband into taking her to the NIRA Conference.

In Detroit, she will spend a busy, interesting week visiting the tourist attractions of the Motor City, attending special functions and accompanying her husband at scheduled NIRA banquets and special activities.

Following a welcome briefing on Monday morning, the wives will set out for picturesque Greenfield Village and the renowned Henry Ford Museum. Here, among 14 acres of displays they will find more than 100 historic buildings, moved from all parts of the country and restored in every detail.

On Tuesday, the schedule calls for luncheon and a boat cruise at the Detroit Edison Company Boat Club. Tickets will be available for a night baseball game with the Detroit Tigers and New York Yankees.

On Wednesday morning, the wives will go to J. L. Hudson Co., Detroit's leading department store in the modern Northland shopping center, for a card party followed by luncheon and a fashion show in Hudson's dining room.



co-sponsored by:

Industrial Recreation Association of DETROIT

CONFERENCE COMMITTEE

Co-chairmen: Thomas P. Shanahan, Ford Motor Co.; William T. Prichard, General Motors Corp. (In Memoriam)

Ladies Program: Jack Speare and Mrs. Ruth Griffith, Michigan Bell Telephone Co.; Miss Lois Verner, Ford Motor Co.

Exhibit Hall: Roger Elrod, Young Spring & Wire Co.

Publicity: William Knight, Cadillac Motor Car Div., GMC.

Canadian Program: James Charrington, Polymer Corp., Ltd.; Duncan Brookbanks, International Playing Card Co., Ltd.

Sergeant-at-arms: Chester Pellegrin, Detroit Edison Co.

Reception: Earl Sonnenberg, Wyandotte Chemical Co.; Dan Lipinski, Chrysler Corp.

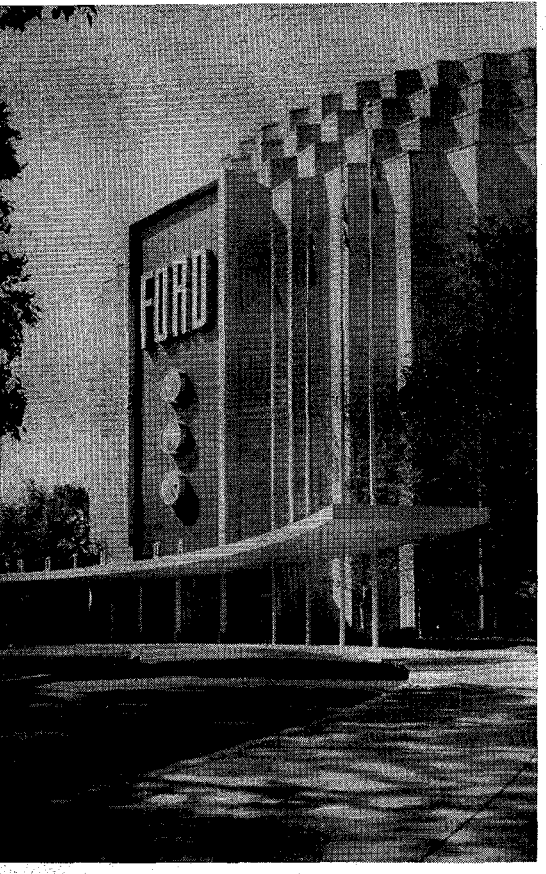
Ford Tour: Charles Haggerty, Ford Motor Co.

General Motors Luncheon: Fred Canaday, General Motors Corp.

Registration: William Duffy, Detroit Transmission Div., GMC.

Regional Caucuses: James Walsh, Chrysler Corp.

Exhibitors Representative: Jack McGrath, Hillerich & Bradsby Co.



FORD ROTUNDA will be visited by conference delegates and wives during the tour of Ford production and receration facilities. Ford's International Employees' art exhibit will be on display at the time of the NIRA tour.



FINAL ASSEMBLY LINE at Ford's vast Rouge plant in Dearborn will be a highlight of the Ford tour. Here, delegates will witness the production techniques used in turning out one automobile every 45 seconds.

BRIGGS STADIUM will be NIRA headquarters the evening of May 24 when the Tigers take on the New York Yankees. Two Louisville "Sluggers" autographed by players of both teams will be presented to two conference delegates.



ELMWOOD CASINO, in Windsor, Ontario, will be the scene of the NIRA Inaugural Banquet and Floor Show. Top professional acts and a Broadway musical comedy show with a cast of 25 will provide a fitting climax to Conference activities.

continued from preceeding page

tion and banquet in the Ford Central Office building.

Tuesday evening will be open, but tickets in a special reserved section will be available for the Detroit-Tiger-New York Yankee ball game at Briggs Stadium. Hillerich & Bradsby Co. will present baseball bats autographed by all Yankee and Tiger players to two lucky delegates.

The Helms Athletic Foundation Industrial Recreation Award and NIRA Tournament trophies will be presented the following day at the Past Presidents Luncheon.

That evening, delegates will leave the hotel by bus bound for Windsor, Ontario, and the NIRA Inaguaral Banquet and Floor Show.

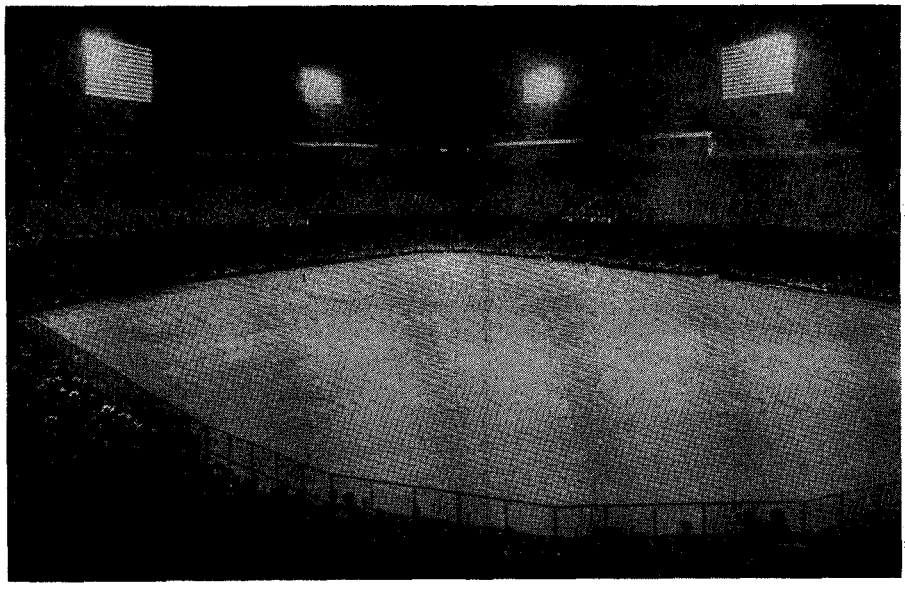
Staged at the swank Elmwood Casino, Canada's most popular night club, the floor show will feature a Broadway musical comedy production with a cast of 25. Another floor show headliner will be Wes Harrison, Mr. Sound Effects, who has been highly recommended by several recreation directors not to mention Ed Sullivan, Garry Moore and *Variety*.

BUSINESS MEETING

Two important bylaw amendments will be brought to a vote at the annual business meeting during the last day.

In addition, NIRA members will elect eight new members to the Board of Directors, four vice presidents and the Association's 16th president.

If the designated company representative is unable to attend, he is required to name his proxy in writing, submitted to the executive secretary 24 hours before the annual meeting. The proxy must be employed by the member company for which he is voting.



4 exciting sports in 1



Skeet Shooting



Rifle Shooting



Revolver Shooting



Hand Trap Shooting

SHOOTING

There's sport for every season . . . every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your plant . . . can build your program around any or all of *four different kinds of shooting*—

TRAP AND SKEET—fast-moving shotgun sports with a nation-wide following. "Powdering" targets is a thrilling test of coordination and timing—fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams, and through postal and telegraphic matches. Match your team against teams at your company's other plants!

REVOLVER—one of America's favorite forms of competitive shooting—on easily constructed ranges, indoor or outdoor—a wide variety of interesting events.

HAND TRAP SHOOTING—excellent practice for the shotgun hunter. Targets can be thrown high, low, fast or slow—a real test of shooting skill, and fun besides!

You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful industrial gun clubs—will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. **CLIP AND MAIL TODAY**

Send me, without obligation, the information I have checked below. Address: Shooting Promotion Section, Dept RM-5. Remington Arms Company, Inc., Bridgeport 2, Conn.

☐ **RIFLE**—Product catalog and literature on rifle shooting.

☐ **REVOLVER**—Product catalog and literature on revolver shooting.

☐ **SHOTGUN**—Product catalog and literature on gun-club operation.

☐ **TARGET THROWER**—Descriptive folder on target thrower and targets.

Name _____ Address _____

Title _____ City _____

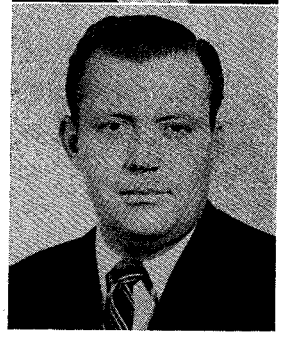
Company _____ State _____

Remington DUPONT

Reg. U.S. Pat. Off.



Board of Directors

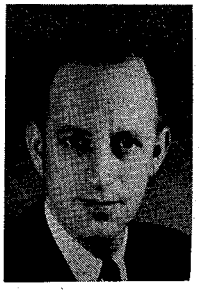


JOHN H. LESLIE — **President**

Recreation Manager, Minnesota Mining & Mfg. Co., St. Paul, Minn., since 1952. B.S. and M.A. degrees in physical education and recreation from U. of Minnesota. Past president, Minnesota Recreation Assn., three years State Recreation Consultant.

THOMAS G. CROFT — **Past President**

Chief of Employee Service at Convair, Division of General Dynamics Corp., Fort Worth, Texas. A graduate of the U. of Texas, practiced law before joining Convair in 1950. Served as NIRA vice president in 1957, director in 1956, conference co-chairman in 1958.





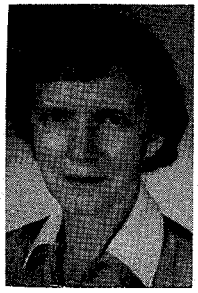
Region I—East

OSKAR FROWEIN — **Vice President, Senior Director**

Recreation Director, Republic Aviation Corp., Farmingdale, N. Y., and all branch plants since 1944. Charter organizer and past president of Long Island Industrial Recreation Assn. and Industrial Recreation Directors Assn. of N. Y. Graduate U. of Michigan.

JOSEPH J. MINELLA — **Junior Director**

Executive Secretary, Kodak Park Athletic Assn, Eastman Kodak Co., Rochester, N. Y., 37 years in recreation at Kodak. Past president Rochester and N. Y. State Bowling Assns., former Softball commissioner of N. Y. Managed two world champion softball teams.





Region II—Mid-East

MARTHA L. DANIELL — **Vice President, Senior Director**

Director of Recreation, Nationwide Insurance, Columbus, Ohio, since 1950. Two years in club work with the American Red Cross overseas. B.S. and M.S. degrees from Ohio State U. Special recreation degree from American U. NIRA director since 1955.

EARL SCHREIBER — **Junior Director**

Recreation Director, Timken Roller Bearing Co., Canton, Ohio, since 1948. Graduate Mt. Union College with special courses at Notre Dame and Catholic U. Present Ohio State Little League Director. 1960 National Industrial Bowling Tournament chairman.





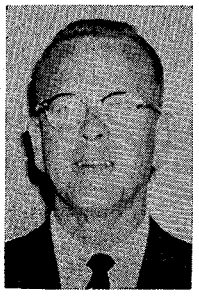
Region III—Midwest

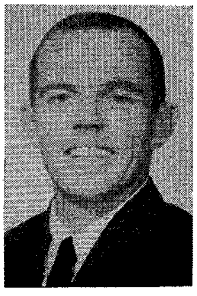
CHARLES HAGGERTY — **Senior Director**

Supervisor of Recreation, Ford Motor Co., Dearborn Mich., and all continental U. S. branch plants since 1954. Coached high school and college football and basketball for 12 years prior to joining Ford in 1953, previously ran own business. NIRA Director since 1958.

WALTER DOWSWELL — **Vice President, Junior Director**

Recreational Director, Motorola, Inc., Chicago, Ill., for the past 12 years. Past president, Greater Chicago Industrial Recreation Council, Chairman 1957 NIRA Conference and Exhibit. Served as NIRA director since 1957.





Region IV—South

C. E. BARNHART — **Senior Director**

Athletic Director, St. Regis Paper Co., Pensacola, Fla., since 1948. Previous recreation experience with Columbia, Mo., City Recreation Dept. At St. Regis, pioneered industrial sponsorship of Little League baseball in the State of Florida.

SUMMERS JARRETT — **Junior Director**

Employee Relations Supervisor, The Chemstrand Corp., Pensacola, Fla., since last August, previously served as recreation director for three years. AB and M.A. degrees in physical education and guidance, Marshall College. High school coach for five years.



FRANK DAVIS
Treasurer

Manager of Lockheed Employees' Recreation Club, Burbank, Calif., for 20 years. Completing second term as Treasurer after previously serving as NIRA Director and Vice President. Recipient of first Helms Athletic Foundation Industrial Recreation Achievement Award. Active in leadership and promotion of youth sports activities.



GORDON L. STARR
Director of Research

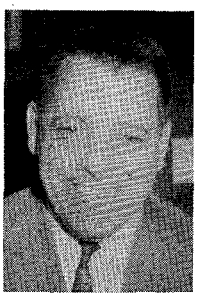
Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. Has been active in the Association of College Unions and developed a highly successful "Basic Leadership Seminar Kit," and other projects.



DON L. NEER
Executive Secretary

With NIRA since 1955. Former sports director for U. S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U. S. Navy directing welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.





Region V—Northwest

JOHN H. LESLIE — **President, Senior Director**

Under NIRA Bylaws, only the elected Board members and incoming directors are eligible for the presidency. Prior to his election last May, Leslie had served three years as a director in addition to other NIRA duties. See biographical outline above.

JOHN O. PETERS — **Junior Director**

Recreation Director, Western Machine Co., Milwaukee Wis. for 12 years. Past president Milwaukee County Industrial Recreation Council and present member M.C.I.R.C. Board of Directors. Active as high school basketball official.





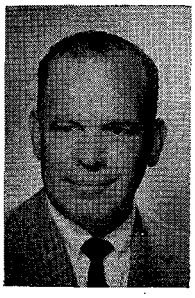
Region VI—Southwest

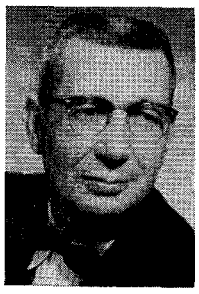
DEAN MONEYMAKER — **Senior Director**

Recreation Director, International Shoe Co., St. Louis, Mo., for 10 years. A.B. degree from Missouri Valley College and Law at St. Louis U. and Benton College of Law. Past President YMCA Athletic Assn., St. Louis.

W. W. BERNARD — **Junior Director**

Recreation Coordinator, Temco Aircraft Corporation, Dallas, Texas, since 1953, 16 years previous experience in municipal recreation. B.S. and M.S. in recreation, Doctorial candidate in psychology. President, North Texas Industrial Recreation Assn.





Region VII—West

H. S. NAISH — **Vice President, Senior Director**

Chief of Employee Services and Safety, Convair, Division of General Dynamics Corp., Pomona, Calif., and Director, Convair Recreation Assn. since 1951. Played varsity sports at Fordham U. Five years as high school coach, Director of Armed Forces Olympics.

NEWTON E. WEST — **Junior Director**

Personnel Recreation Director, Helms Bakeries, Los Angeles, Calif. Coordinator for the California Industrial Recreation Conference for the past three years. Developed and directed NIRA's national achievement awards program. Former NIRA State Chairman.





Region VIII—Canada

A. MURRAY DICK — **Senior Director**

Director of Recreation, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada, since 1953. Previously served nine years as program supervisor during off-hours. Chairman, Hamilton Industrial Recreation Assn. Softball Division.

H. JAMES CHARRINGTON — **Junior Director**

President, Polymer Recreation Club, Polymer Corp., Sarnia, Ontario, Canada. Past president of the Sarnia Industrial Recreation Council and Business Manager of Polymer Glee Club. Over 18 years in general recreation organization with emphasis on music.

A big year for

PRESIDENT JOHN

John H. Leslie leads NIRA through a prosperous year, noteworthy for expanded programs, improved services

From St. Paul to Pensacola, from Boston to San Jose, the NIRA gospel was carried throughout the year by 3M's crew-cut disciple of recreation who practices what he preaches.

John Leslie, recreation manager, Minnesota Mining & Manufacturing Company, St. Paul, carved a well-earned niche for himself in NIRA's elite president's hall of fame. This studious, affable professional recreator from the Upper Midwest brought new dimensions to the NIRA high office with a well planned program.

Following his election last May in Philadelphia, President John started immediately to build up NIRA's research program and to strengthen its committee structure.

Between numerous trips and other presidential duties, he finished a 32 foot cabin cruiser in 3M's boat club, completed his flying lessons preparatory to soloing in their flying club, acquired and started the initial development of Mining's 360 acre park which is to include a marina, golf course, ski tow and all standard facilities.

Continuing the globe-trotting tradition of NIRA chief executives, Leslie traveled some 15,000 miles to lead industrial recreation seminars and meetings in New York, Boston, Pensacola, St. Paul, Milwaukee, San Jose and St. Louis.

He was in Paris, Tenn., to crown the champion of NIRA's 2nd annual Fish-A-Rama for Industry. He was in Chicago to speak at the Athletic Institute's annual board meeting and to chair the NIRA Executive Committee and Travel Council meetings.

His eight years at 3M and previous experience in public recreation combined with natural leadership abilities made Leslie highly qualified to meet the challenge of his office.

His administration can stand proudly on its record:

- Establishment of an Education Committee to develop program manuals and educational materials in seven specific recreational activity areas.
- Establishment of a Research Committee and policy to stimulate and coordinate research projects in the field of employee recreation and services.
- Development of a State Chairman's Manual outlining his duties and providing instruction.
- Development of the NIRA Travel Service Checklist to help plan group tours.
- Expansion of Helms Achievement Award to recognize companies in each of four size classifications.
- Sponsorship of the first Employee Photo Contest.
- Co-sponsorship of the National Industrial Bowling Tournament.
- Increased publication of NIRA Newsletter from six to 12 issues per year.



SPEAKING to recreation groups from coast-to-coast, Leslie put in long hours to promote the interests of recreation.



IN PENSACOLA, Leslie and W. E. Caldwell, gen., magr., St. Regis Paper, discuss the company's employee program.



FISH-A-RAMA CHAMP, Louis Blaising, Tokheim, Corp., receives the winner's loot from President John, after out-fishing 23 industry champs on Kentucky Lake.



TENNIS

35 mm SLIDE FILMS

Interest in tennis is growing rapidly. Here's one of the finest teaching aids you can find to stimulate interest in tennis and demonstrate proper techniques. The Athletic Institute's five-unit 35mm slidefilm, "Beginning Tennis," presents every basic tennis technique so any student — young or old — can understand them and learn how to play quickly. Slidefilm covers grip, swing, service, footwork, all strokes, and offensive play. Excellent for clinics or classes.

SOUND, $57.15 SILENT, $48.75

21 OTHER POPULAR SPORTS SUBJECTS

- **APPARATUS ACTIVITIES** for boys and men — Sound, $57.45 Silent, $49.05
- **ARCHERY** — Sound, $42.15 Silent, $36.55
- **BADMINTON** — Sound, $54.75 Silent, $47.15
- **BASEBALL** — Sound, $72.20 Silent, $61.00
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- **BOWLING** — Sound, $34.30 Silent, $28.70
- **CAMPING** — Sound, $17.80
- **COMPETITIVE SWIMMING** — Sound, $34.20 Silent, $28.60
- **DIVING** — Sound, $45.10 Silent, $39.50
- **FENCING** — Sound, $51.70 Silent, $46.10
- **GOLF** — Sound, $43.85 Silent, $38.25
- **GYMNASTICS** for girls and women — Sound, $44.35 Silent, $38.75
- **LIFE SAVING** — Sound, $19.50 Silent, $16.70
- **SOFTBALL** — Sound, $79.50 Silent, $68.30
- **SWIMMING** — Sound, $31.90 Silent, $26.30
- **TRACK AND FIELD** — Sound, $60.55 Silent, $46.55
- **TRAMPOLINING** — Sound, $35.55 Silent, $29.95
- **TUMBLING** — Sound, $30.25 Silent, $24.65
- **TUMBLING—ADVANCED** — Sound, $37.25 Silent, $31.65
- **VOLLEYBALL** — Sound, $42.30 Silent, $36.70
- **WRESTLING** — Sound, $65.15 Silent, $56.75

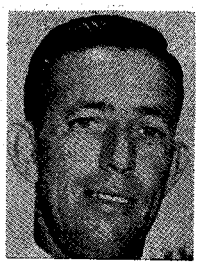
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Write: The Athletic Institute, 209 S. State St., Chicago 4, Ill.

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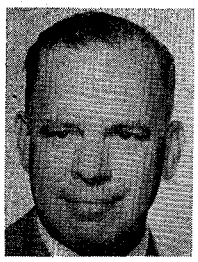
This seal, pridemark of the Athletic Institute, identifies its members!

THE Athletic Institute

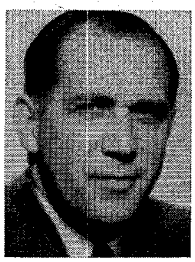
A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION



Alabama
Shelby Kinney
West Point Mfg. Co.



California
Herb Naish
Convair



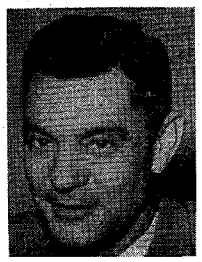
Connecticut
Fred Wilson
Scovill Mfg. Co.



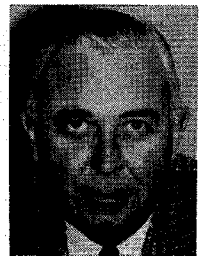
Delaware
W. R. Kelk
E. I. du Pont



Illinois
John Crnich
R. R. Donnelley



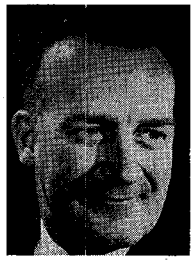
Indiana
Dale Shafer
Delco-Remy Div., GMC



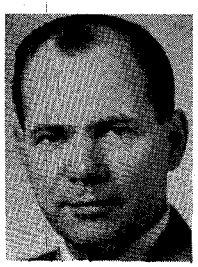
Iowa
Lloyd McKinnon
Lennox Industries



Louisiana
Hardy Wells
Ethyl Corp.



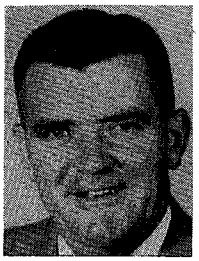
Massachusetts
Oscar Pope
General Electric



Minnesota
LeRoy Gill
Minneapolis Gas Co.



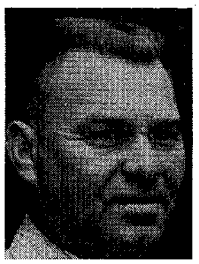
Missouri
Bert Granville
McDonnell Aircraft



Montana
John Good
The Anaconda Co.



New Jersey
S. W. Miller
Reigel Foundation



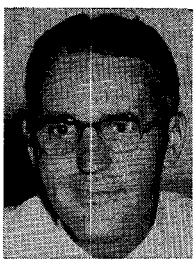
North Carolina
Ralph Johnson
Firestone Textiles



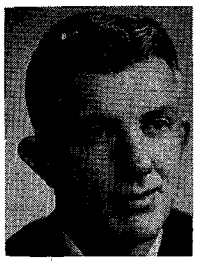
Ohio
F. A. Wahl
Firestone Tire & Rubber



Oregon
R. Walter Ager
Hyster Co.



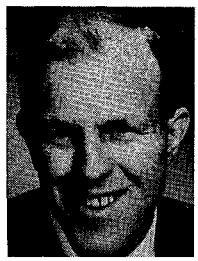
Pennsylvania
A. H. Spinner
Armstrong Cork Co.



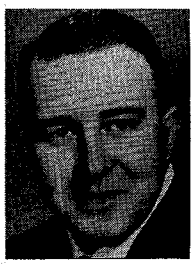
South Carolina
W. W. Wilbanks
Reigel Textile Corp.



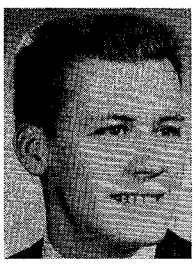
Vermont
Neal Ayer
Fairbanks Morse



Washington
Cam Haslam
Boeing Airplane Co.



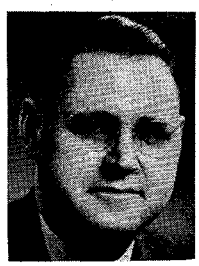
West Virginia
John Mowrey
Union Carbide Metals



Wisconsin
Pat Feeley
The Falk Corp.



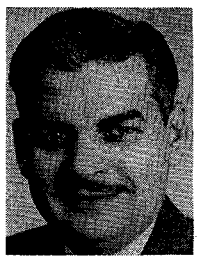
Dist. Of Columbia
John Tutko
U. S. Air Force



British Columbia
R. B. Middleton
B. C. Electric Co.



Manitoba
Mrs. Joan Cline
Great West Life



Ontario
William LaBute
Automatic Canteen

NIRA

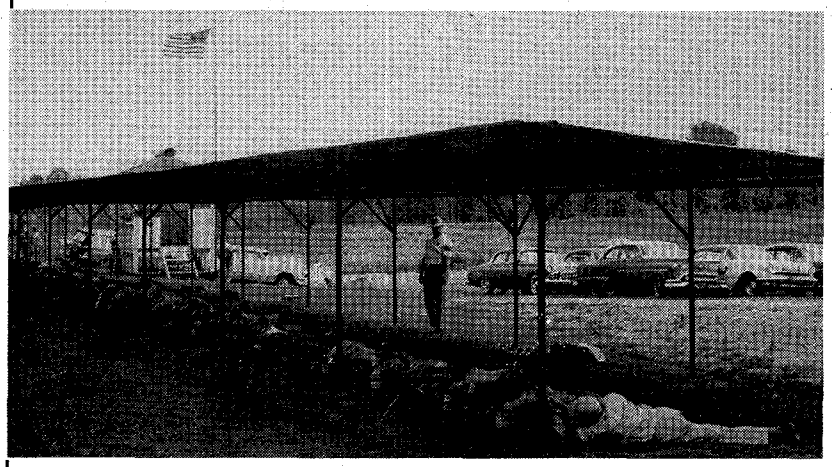
State Chairmen

Furthering the national growth and development of employee recreation, the NIRA president and his board annually appoint outstanding industrial recreation leaders to serve as state chairmen.

In addition to assisting companies within their respective states who are interested in starting employee recreation programs, these state chairmen play an important role in the Association's membership drives, election of national officers, and as leading figures in planning regional conferences.

They have become increasingly important to the Association's growth.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



ZEPPELIN Rifle Club Inc. akron, ohio

Sponsored by THE GOODYEAR TIRE & RUBBER CO.

Club Officers

William E. Summers ..... President
Clarence J. Franz ..... Vice President
Paul E. Stokes ..... Secretary
W. R. Cox ..... Treasurer
R. R. Hipenbaugh ..... Executive Officer
Francis J. Lattimer ..... Club Instructor

Organized in 1931 by employees of the Goodyear Rubber Company, the Zeppelin Rifle Club, Inc., is one of NRA's most active industrial clubs. At present, it has over 125 members and owns its own club house and range facilities.

The club is best known as sponsor of The Zeppelin Open Smallbore Tournament. This annual event attracts competitors from all parts of the country.

In addition, the club conducts local matches, sectional and regional championships, and fires in three league matches every week. It also sponsors The Akron Sharpshooters, a junior division of the club.

The club house and range are located 10 miles southwest of Akron in Greenburg, Ohio. There are sixty covered firing points to 100 yards and five 200-yard big bore points. Nine indoor firing points are available to both rifle and pistol shooters.

NRA is proud of its more than a quarter-century association with the Zeppelin Rifle Club and The Goodyear Rubber Company. We are glad to have this opportunity to publicly salute both the club and the company which sponsors it.

Industrial Recreation Executives are invited to write for further information on organized rifle and pistol shooting. Details on how your company can sponsor an NRA-affiliated club will be sent without cost or obligation on your part.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

SALUDOS AMIGOS!

Anytime...
is a good time to visit Mexico



We trust all you camera fans will enter the NIRA Employee Photo Contest.

It will be our privilege to be the host to the winner on the trip to Mexico, the "shutterbugs" paradise!

We look forward to meeting you at the Detroit Conference May 22-25, 1960. Come and see us at Booth 31.

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Happiness Tours

For memorable foreign travel
Journeys International



HAPPINESS Travel Service

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Chicago 3, Illinois
STate 2-4900

Industrial Skeet Shoot

The first annual National Industrial Skeet Championships will be staged Saturday, Sept. 24, at Hilldale Gun Club near Palatine, Ill.

Sponsored by NIRA, the 50 target event will be open to five-man teams and individuals who are full-time employees of the company they represent.

Entry fee of $50 per team covers shells, targets and cash prizes. Complete details and official entry forms will be mailed in the near future.

Oskar's Night

More than 200 Republic Aviation employees braved New York's worst snow storm in 11 years recently to show their admiration and appreciation at a testimonial dinner for Recreation Director Oskar Frowein.

Among the gifts presented Oskar were a 21 inch television set, Macy's gift certificate, three plaques and a painting of Blue Point, Long Island where the Froweins live.

The inscription on one of the plaques read: "Presented to Oskar Frowein in appreciation of his outstanding leadership, untiring effort and immeasurable contribution to the advancement of the (Republic) recreation program."

Oskar's wife, Joyce, received a service-for-12 silverware set and a gold charm bracelet inscribed with her name and the words "A Remembrance of Oskar's Night."

In addition to his efforts at Republic for the past 16 years, Oskar is also a charter organizer and past president of the Long Island Industrial Recreation Association and the Industrial Recreation Directors Association of New York. He is a vice president of NIRA and served as chairman of the 1955 NIRA Conference in New York.

Firestone Promotions

William A. Marshall has been appointed manager of employee relations and W. A. Davis has been appointed manager of accounting for the employee services division at Firestone Tire & Rubber Co., Akron, Ohio.

Marshall will be responsible for food service, the Firestone Clubhouse and recreation programs, and for the Firestone Country Club and golf course activities, plant protection and other special employee programs.



William A. Marshall **W. A. Davis**

Davis will manage accounting for the Clubhouse, recreation programs, Country Club and golf courses.

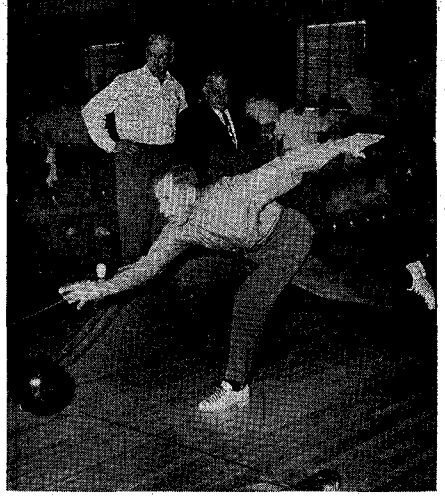
Big Year for NBC

The National Baseball Congress anticipates having more than 3,500 teams processed in about 500 circuits, all franchised in its 1960 National Association of Leagues within the next 60 days.

Leagues are being franchised into two divisions, one for players of unlimited age, the other, the "Rookie Division-0," for players of age limits from 17 to 21.

The NBC also sponsors a network of district and state tournaments qualifying the nation's leading non-pro teams for the 26th annual national tournament in Wichita, Kan., in late August with the U. S. Champions awarded a $10,000. cash purse.

Details of any phase of the program may be obtained by writing National Baseball Congress, Wichita 1, Kan.



FIRST BALL in 19th annual Chrysler employees bowling tournament was rolled by R. S. Bright, group vice president, automotive manufacturing. More than $16,000 in prize money was at stake among the 7,256 Chrysler employees who participated in the six week event.

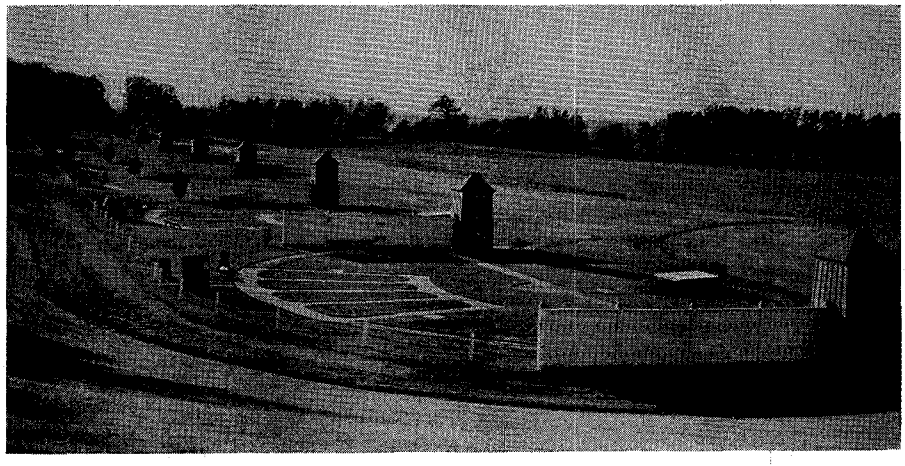
National Recreation Month

The month of June has been designated National Recreation Month, a time to highlight the importance of leisure in America today.

Sponsors of the promotion, the National Recreation Association, urge all organizations sponsoring recreation programs or concerned with wise use of leisure to let people know what recreation activities and facilities are available locally and to encourage people to use them.

The month has been broken down into four weekly celebrations: June 1-7, Youth Fitness Week; June 8-14, Family Recreation Week; June 15-21, Recreation and the Arts Week; June 22-30, Recreation through Service Week.

Recreation Month information kits are available from the National Recreation Association, 8 West 8th St., New York 11, N. Y.



Hilldale Gun Club, site of first national industrial skeet shoot, Sept. 24.

JUDGES SCREEN HELMS ENTRIES

Distinguished panel to select outstanding program for NIRA-Helms Achievement Award

Nine nationally prominent sports leaders have volunteered to serve as judges to determine the four winners of this year's Helms Athletic Foundation award for industrial recreation.

Forming a representative viewpoint of the purposes and functions of recreation, each of the judges is highly qualified for the task before him.

Col. Theodore P. Bank, chairman of the judging committee, president of The Athletic Institute and long a staunch supporter of NIRA, directs a national non-profit organization dedicated to the advancement of sports, physical education and recreation.

Robert Clark, president, United States Junior Chamber of Commerce, heads up the Jaycees vast golf and tennis youth programs.

Floyd R. Eastwood, dean of student activities, Los Angeles State College, was a founder and first president of NIRA. He also served the Association as research director for many years and was formerly a professor of physical education at Purdue U.

Tom Harmon, sports director of station KNX, CBS radio in Los Angeles, Calif., has been a leading figure in the sports world since his days as the star halfback of the Michigan U. football powerhouses of '39 and '40.

Sidney L. James, managing editor, *Sports Illustrated*, America's national sports weekly, represents the nation's press.

Dwight Hauff, president, National Sporting Goods Association, has operated his own sporting goods store for 40 years and has been an active leader in the industry.

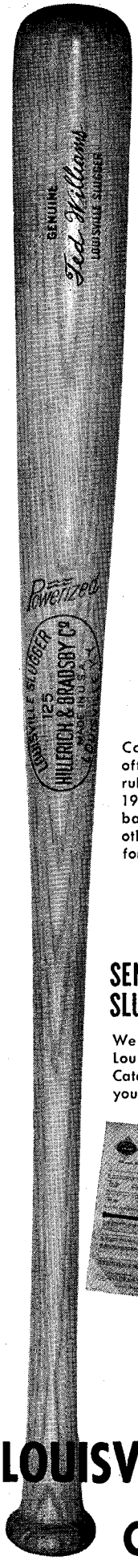
Dr. Harold D. Meyer, chairman, Recreation Curriculum, U. of North Carolina, and consultant, North Carolina Recreation Commission, is, with Floyd Eastwood, one of the two NIRA honorary members because of his many contributions to the Association and the industrial recreation profession.

Rev. Bob Richards, director, Wheaties Sports Federation and Olympic pole vaulting champion, is leading a nationwide promotion to increase participation in sports and recreation activities.

Harry A. Stuhldreher, assistant to the vice president, U. S. Steel Corporation, was one of Notre Dame's famed four horsemen and former football coach at Wisconsin.

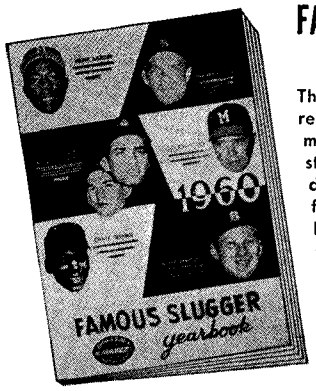
Of the Helms Award entries submitted by recreation directors of NIRA member companies, these judges will select four companies, each in a different size classification, considered to offer the most outstanding year-round program of recreation for its employees. Of these four classification winners, the judges will then select the one company, regardless of size, considered to have the best program.

The grand winner will receive the Helms rotating trophy with a replica permanently awarded to its recreation director. Classification winners will receive handsome, permanent wall plaques.



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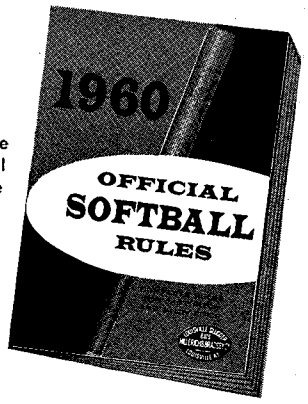


FAMOUS SLUGGER YEARBOOK

This book is a ready reference for major and minor league batting statistics, World Series data, photographs of famous sluggers and historical baseball highlights. Also contains an article "Base Hitting" written expressly by Nelson Fox for this year's Yearbook.

SOFTBALL RULE BOOK

Contains complete official 1960 softball rules, pictures of the 1959 World's Softball Champs and other valuable information.



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LOUISVILLE SLUGGER BATS

Choice of the Champions

CIRCUS, from page 17

dren in the 5 to 12-year age range received tickets to the 1:30 show. Employees with older children, retired employees, and widows of former employees received tickets for the evening performance. With the tickets went "wooden nickels" for every child 18 years old or younger.

- July 13-14—Any employee unable to attend the performance for which he had received tickets stopped at the Recreation Department office and was given tickets for one of the other performances.
- July 16—Ebben gave final instruction to those Kohler Co. employees chosen to assist at the circus.
- July 18—The circus went on as scheduled.

This timetable does little more than suggest the detailed planning involved.

SPECIAL PLANNING

Special tickets were designed and printed. Cardboard strips of punch-out "wooden nickels" (five nickels to the strip, two strips for each child) were printed.

A circus permit, a soft drink permit, and a sound truck permit were secured from Kohler Village authorities.

Ebben worked with village police in planning traffic control, parking, and augmentation of village police by county and state traffic officers to handle traffic approaching and leaving the circus site.

Ebben recruited Kohler Co. employees for parking attendants, ushers, and ticket checkers and arranged for a first aid tent and personnel to staff it.

Since many employees live in Sheboygan five miles distant, Ebben made arrangements with the city bus firm there to add extra buses on the Sheboygan-Kohler run during circus hours.

Transportation was provided for such special guests as the 60 Kiddies Camp children brought from Sheboygan for the circus.

Plans were coordinated with circus management, and agreement was reached on use of "wooden nickels" and assistance to be provided while the circus was in operation. Double-checking ensured that the circus had obtained all necessary state permits.

The detailed planning paid off in a smooth-working circus, in three highly successful performances. Comments of employees when the circus was over were highly favorable.

Ebben, looking back, would make few changes.

He would mail tickets in plain envelopes instead of the specially-printed circus-theme envelopes Kohler Co. had printed. Some apparent pilferage from the envelopes occurred, and Ebben refilled several ticket requests.

RECOMMENDATIONS

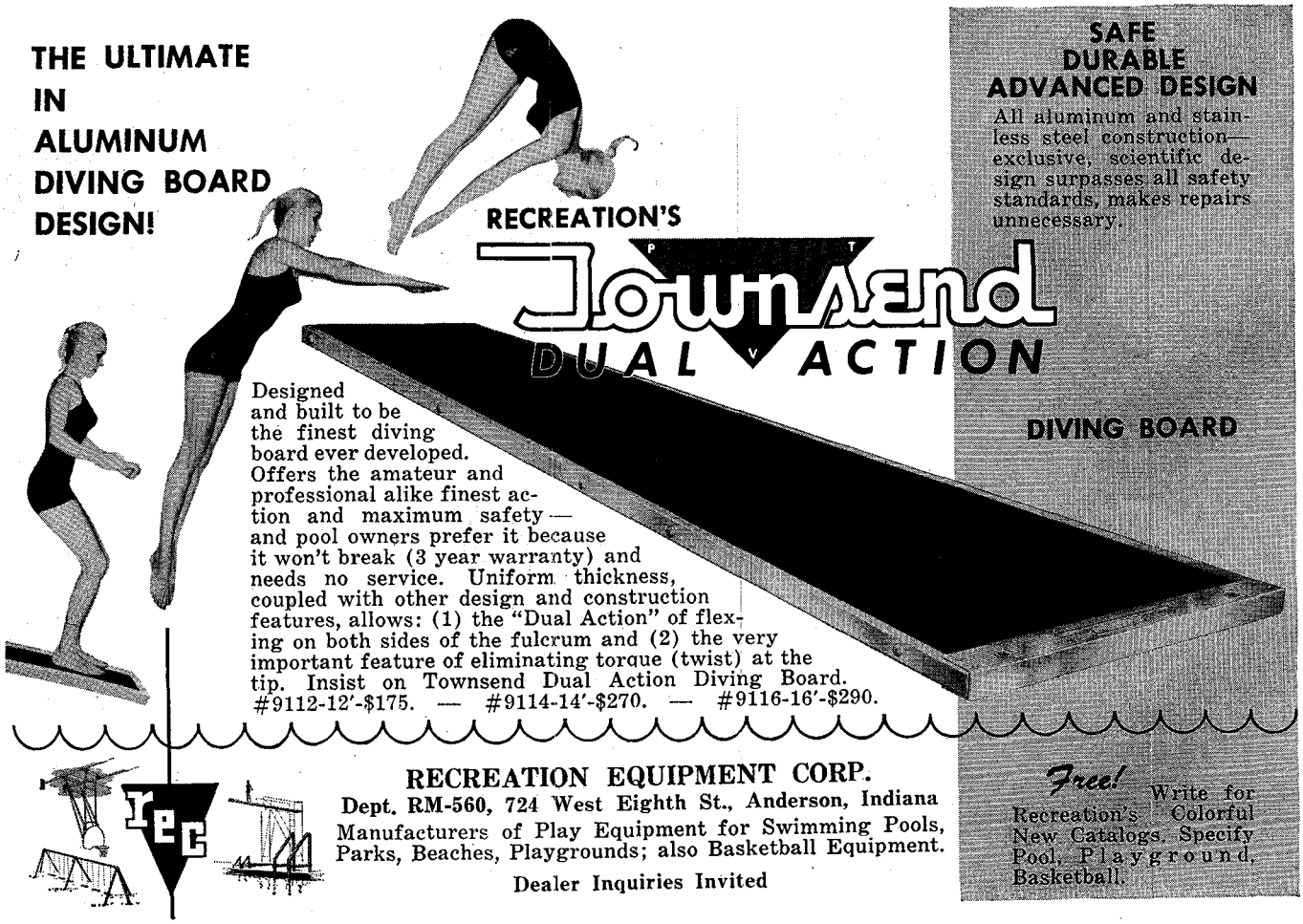
He would not schedule retired employees and widows for an evening show. He found that many were accustomed to an early-to-bed routine and preferred afternoon tickets.

He would not change the system of ticket requests. He found that most employees were strictly honest, only a fraction of 1% asking for more tickets than they could justify.

He would give second thought to grandchildren. Because some spare seats were available, grandchildren were admitted on a first-come, first-served basis. A number were disappointed.

But such problems were minor and didn't detract from the overall success.

It was, says Ebben, one of the most successful events ever given by Kohler.

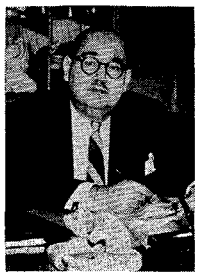


In Memoriam



J. R. Ernst (l) and Goldsmith

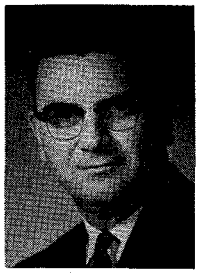
Hugo Goldsmith, 82, former president and chairman of the board, The MacGregor Co., died March 3, in Miami Beach, Fla., after a long illness. Famous throughout the industry for his many contributions to the sports equipment field, Goldsmith was also a pioneer in the promotion of industrial recreation. For "his outstanding contributions to the growth of employee recreation as an accepted industrial relations practice," Goldsmith was presented with a special citation by the National Industrial Recreation Association in 1952 (see photo). For nearly half a century, he was the driving force behind P. Goldsmith & Sons.



Nat N. Nast, Sr., 66, founder and vice president, Nat Nast Bowling Shirts, Inc. With more than a business interest in bowling, Nast loved the sport and was highly influential in helping to build its present popularity. In addition to providing bowlers with a comfortable "uniform," he was the first shirt manufacturer to offer cash awards to bowlers who rolled exceptional games while wearing a Nat Nast bowling shirt. He is survived by his son, Nat Nast, Jr., president of the corporation, his mother and three grandchildren.



Ernest Nelson, 56, administrator of employee activities, The Champion Paper and Fibre Company. Coordinator of all employee programs at Champion's three divisions in Hamilton, Ohio; Canton, N. C.; and Pasadena, Texas; Nelson was an active leader in NIRA. Was elected as honorary director of the Champion Employees Activities Assn. Intensely interested in credit union work, Nelson was one of the founders of the annual National Credit Union Management Conference, a director of the Ohio Credit Union League and Credit Union National Assn.



Arthur Pongratz, 42, supervisor of recreation and employee services, Hamilton Standard, division of United Aircraft Corp., Windsor Locks, Conn. Prominent in industrial recreation circles in New England, Pongratz was recently elected chairman of the Connecticut YMCA Industrial Recreation Council and was in the midst of arranging the council's triennial employee recreation conference. His sudden death, coming early in life, was a severe blow to his associates.

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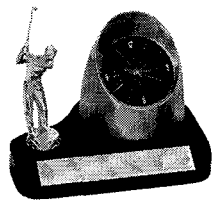
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imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

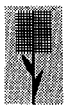
"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.



Helpful, new employee service

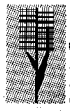
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Employee Flower Plan

The advantages of group buying are now available to gardeners through the employee flowerbulb purchasing plan announced by Bulbhome of Sassenheim, Holland.

More than 60 varieties of tulip, hyancinth, daffodil and crocus bulbs may be purchased at low, group rates.

Appealing both to the garden hobbyist as well as the person who wants merely to beautify his home, the plan has been highly successful at many companies.

At Westinghouse Electric Corp. in Newark, N. J., a women's group takes employee orders during lunch hour. Arrival of bulb shipments is made on the public address system and by posters. Employees have subscribed heavily to the plan, and the company is pleased to assist.

Each employee makes his own selection from full color prints in the ordering book and can actually see the color and shape of the flower he will plant. All bulbs are guaranteed and inspected against disease.

Unsinkable Sailboat

Flite Fish, called "America's safest sailboat," is a surprisingly low-cost boat designed for ownership by every family that enjoys the out-doors.

Unsinkable and swampproof, Flite Fish is thoroughly safe. Supporting weight for the new craft is conservatively stated at 500 lbs., but the boat can actually support up to 1,800 lbs.

With hull length of 11 ft. and a 36 inch beam, Flite Fish is highly maneuverable—can be turned about in a 30 ft. diameter circle.

Weighing only 40 lbs., it can be handled easily by one person and transported safely on the top of a car. With the mast out, the Flite Fish requires only 10 inches of floor space when stored standing against a wall.

Packed complete with aluminum mast and two linear plastic sails (jib and mainsale), Flite fish sells at $99.50 list price. For complete information write: Central Marine Co., 4030 Plaza Drive—West, Fresno 2, Calif.

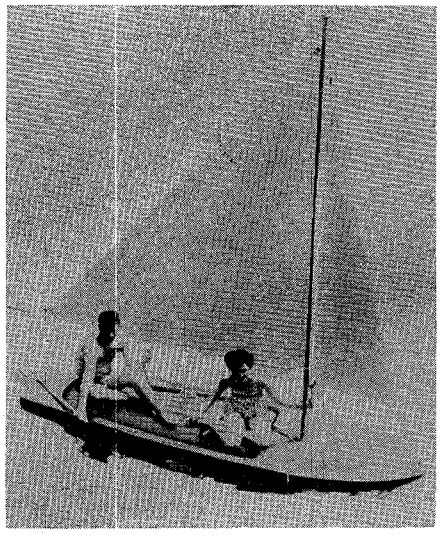
Folding, Portable Risers

"Folding portability" is featured in a new series of choral risers (see photo) just developed by Sico Manufacturing Co.

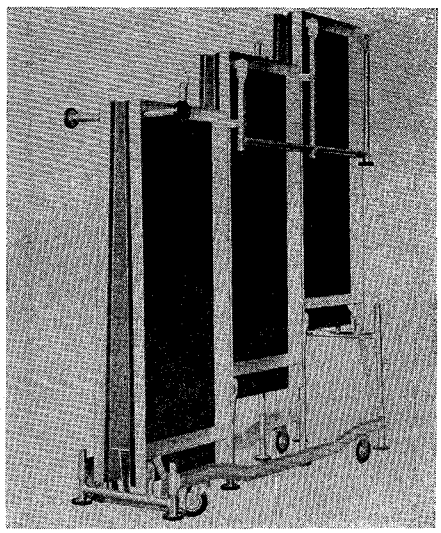
Similar to Sico's modular staging, the Model 4200 choral risers can be folded by one person and rolled to a storage area only 16½ x 54½ inches. They are built to public grandstand safety codes and backed by a 10-year guarantee.

Available in 2, 3 or 4-rise units, the stands are designed to be folded in seconds without use of latches, locks or levers. Each platform of the choral stands is 96 inches long by 18 inches.

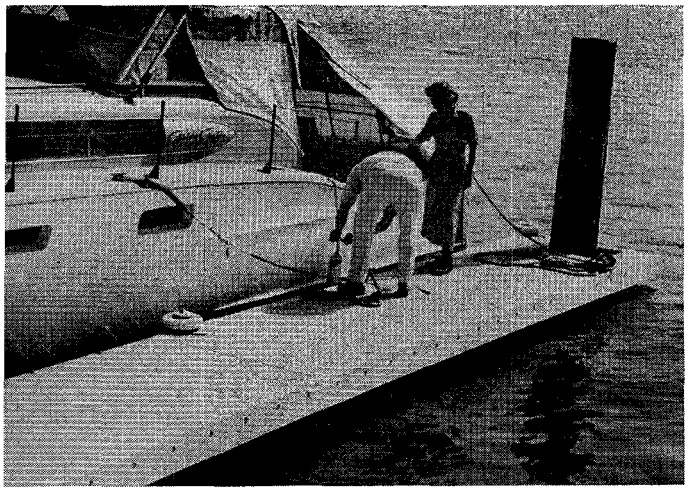
Further information on the portable risers as well as other multi-purpose room equipment is available from Sico Manufacturing Co., Inc., 5212 Eden Ave. S., Minneapolis 24, Minn.



Flite Fish unsinkable sailboat



Sico portable choral risers



Fibrecrete precast concrete docks for small boats

Maintenance-Free Docks

Extreme stability even in rough water, virtual lack of maintenance and many years of service life is now possible with precast, reinforced concrete docks and walkways for small boats (see photo).

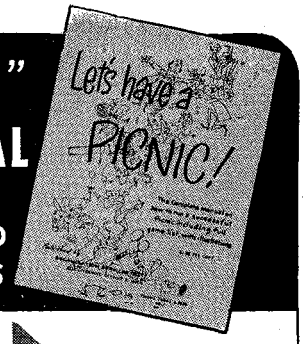
Called the unifloat, the dock is a one-piece hollow float and deck available in 3, 4, 6 and 8 ft. widths. Unifloats are modular and can be joined together like dominoes to provide any combination of walkways or fingers desired. Quick, easy assembly eliminates costly installation. Unifloat has a dead weight of only 23 lbs. per sq. ft.

For more information and the address of the nearest distributor, write, Fibrecrete Corp., 1617 W. Gaylord St., Long Beach 13, Calif.

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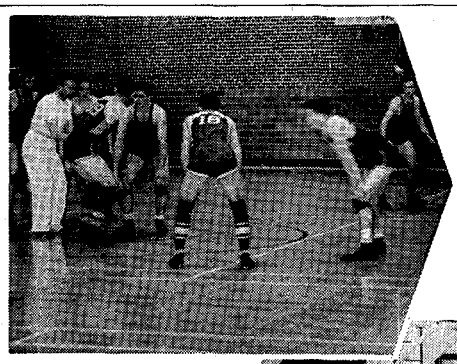
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"Fills A Real Need." —Thompson Products, Inc., Detroit.
"Last Summer I Used Your Manual For Our Picnics and Found It Most Useful And Beneficial." —Defense Plant of Proctor & Gamble, Milan, Tennessee.

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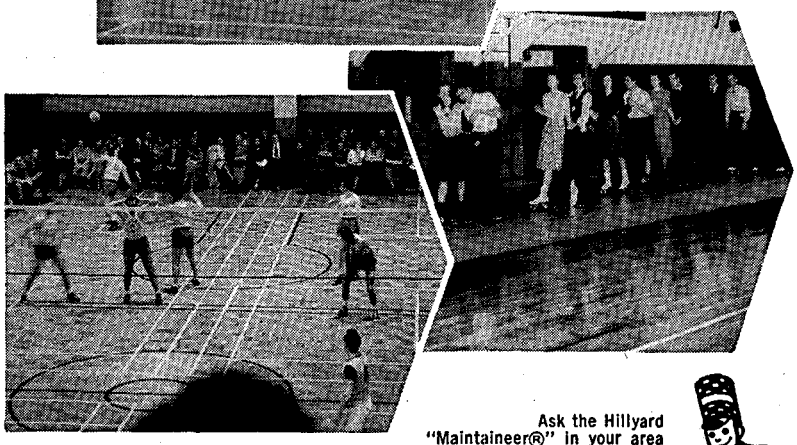
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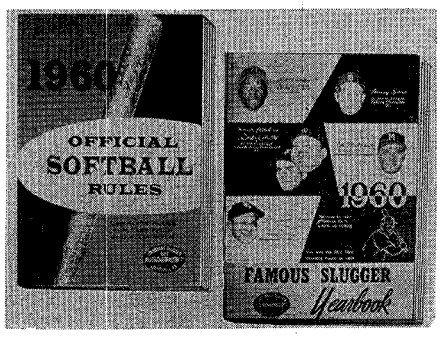
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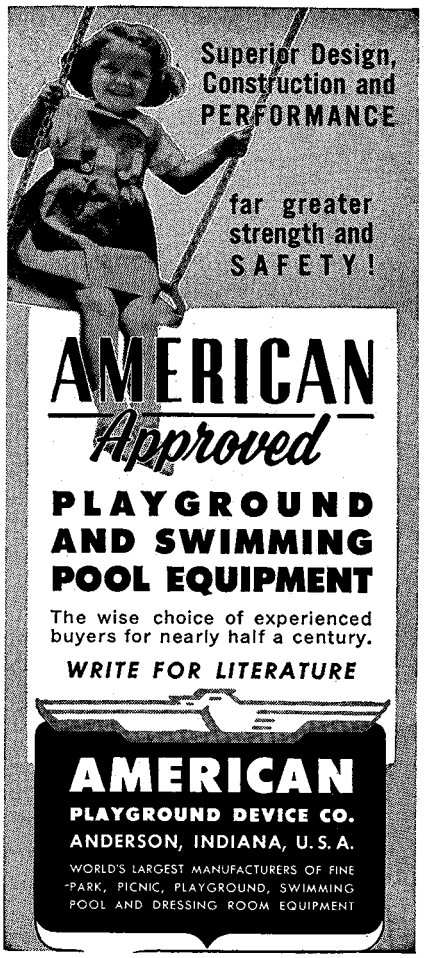
Hillerich & Bradsby has also released the 1960 edition of *Official Softball Rules* which includes complete rules for fast pitch and slow pitch, pictures of the 1959 World Softball Champs and other information.

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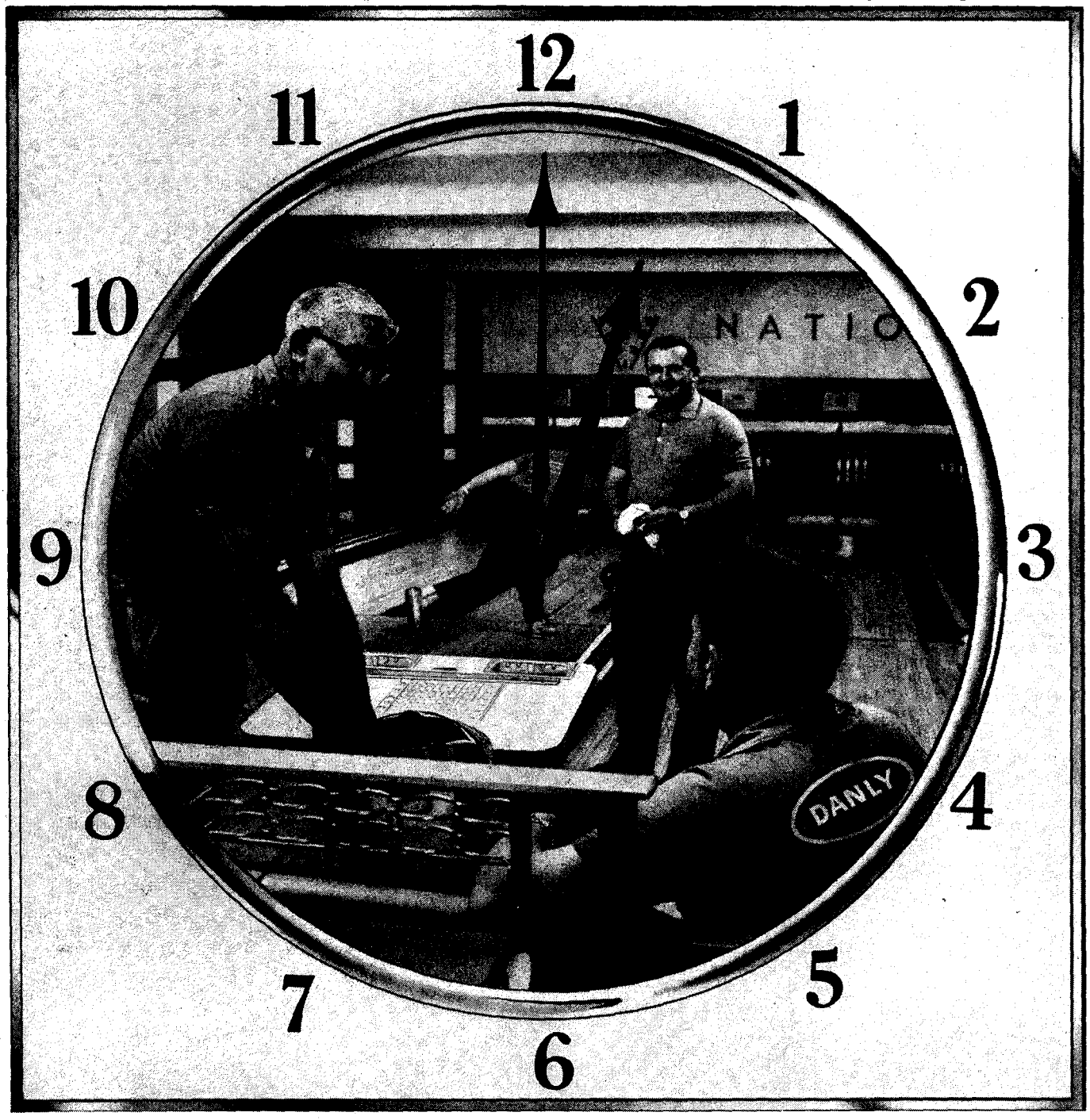
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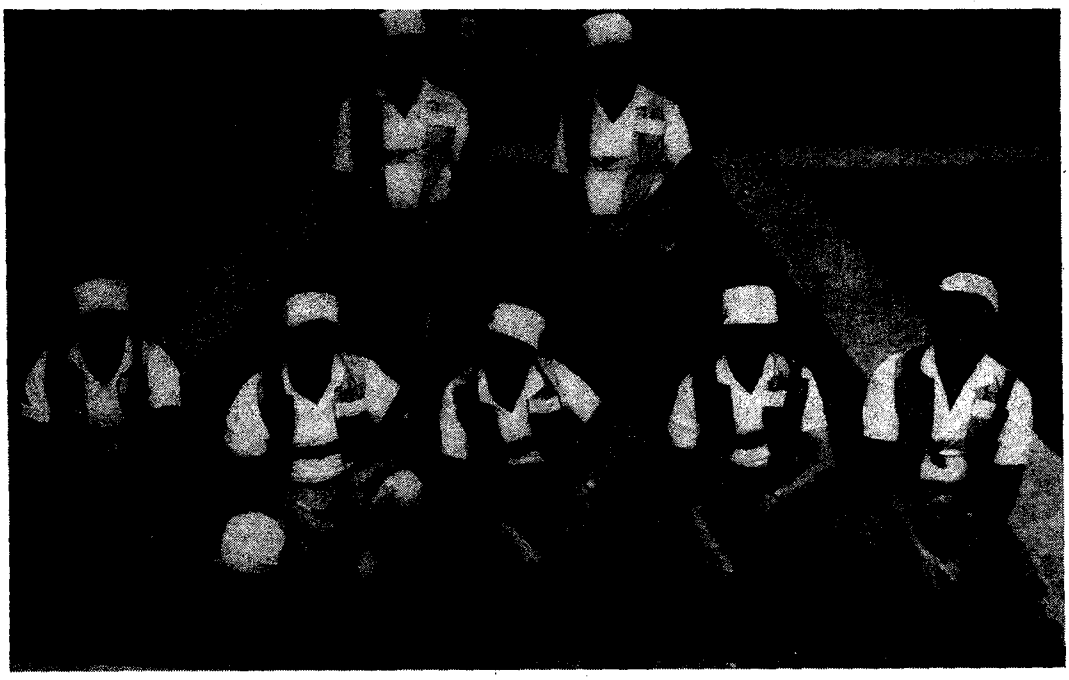
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They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

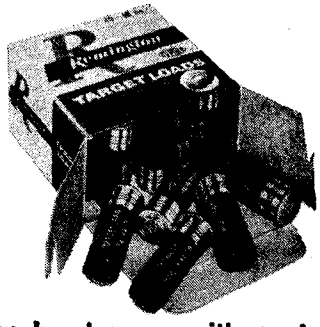
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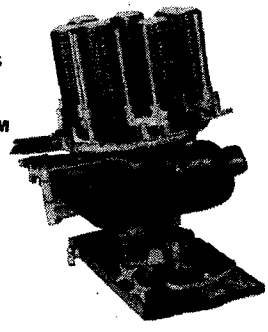
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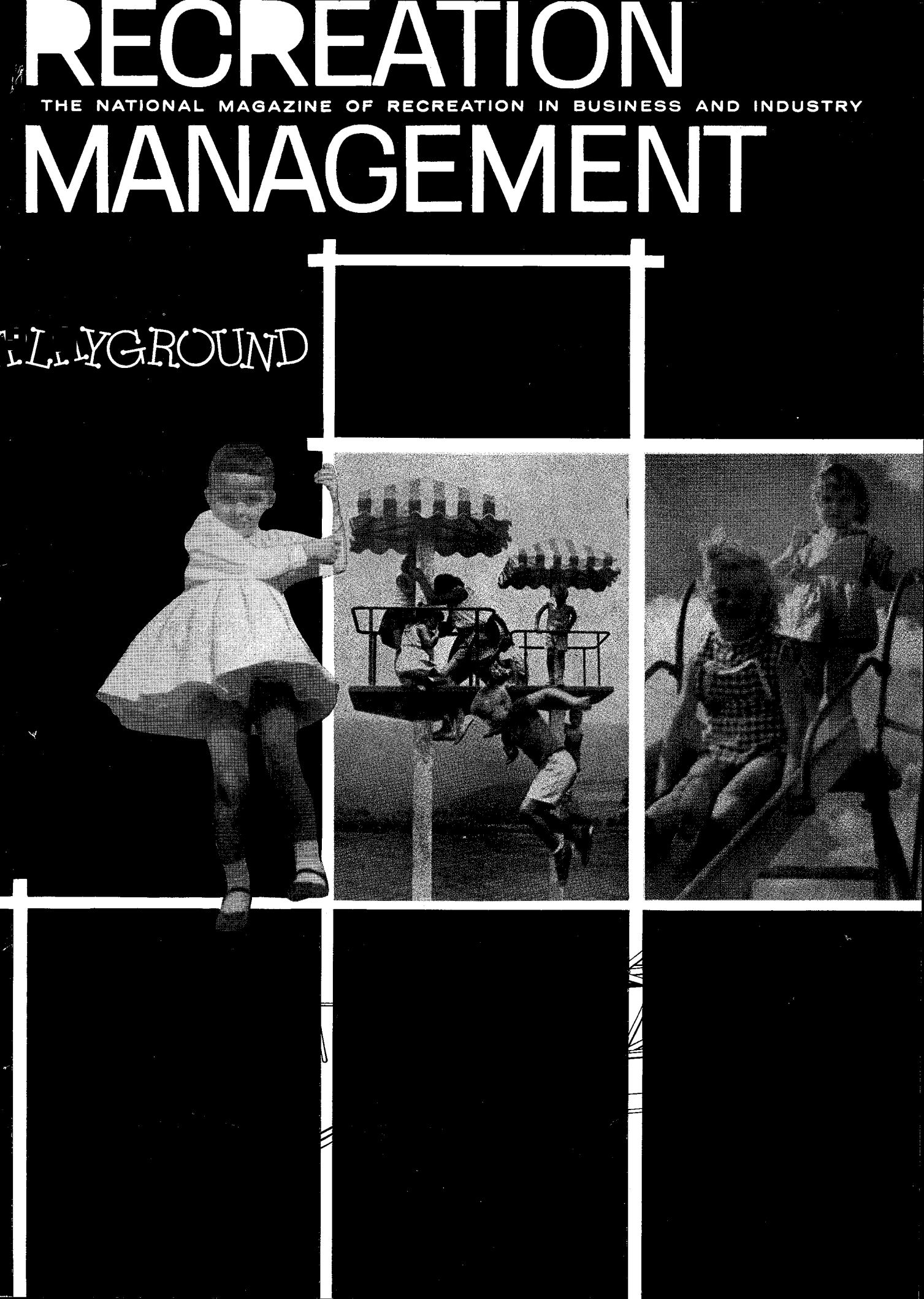
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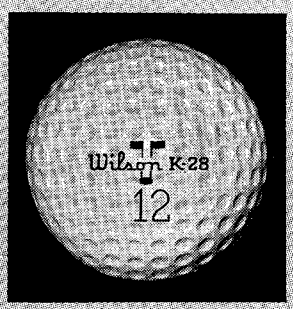
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Here's to the next 20 years

Last month in Detroit, NIRA was host to the most successful national industrial recreation conference and exhibit in its 20 year history. Special tribute was paid to the 18 far-sighted company recreation leaders who met in Baltimore in 1941 and founded the Recreation Association for American Industry.

One short year from now, NIRA will celebrate its 20th anniversary National Conference and Exhibit in Chicago. It will focus attention on the prominent part recreation is playing in today's business world.

In looking over the excellent papers and reports given at Detroit and the outstanding arrangements already underway for Chicago, I marvel at the growth and development of business and industry recreation programs. The recognition of recreation as an essential element of business success is now the rule and not the exception. The growth and usefulness of recreation in business in the next 20 years is as broad as the imagination of its executives.

From our vantage point as the national association in this specialized field, we realize that the progress of the past 20 years was to a great extent possible by the financial and moral support of recreation champions, who, through the years, have backed the Association with *associate* and *affiliate* memberships, *exhibits* at the annual conferences and *advertisements* in *Recreation Management.*

As we catch our breath on the 20 year plateau and get ready to plunge headlong into the challenge of the Sixties, NIRA would like to remind our 6,000 company members and R/M readers of the debt of gratitude we all owe to these friends.

Don L. Neer
NIRA Executive Secretary

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

JUNE 1960 Volume 3, No. 6

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JUNE COVER—The timeless appeal of playground apparatus for children is captured in the cover design by Leo Rotelli. Photos by American Playground Device Co., and The Mexico Forge, Inc. Line cuts by Recreation Equipment Corp.

IN JULY R/M

Complete coverage of the 19th annual **NIRA Conference and Exhibit,** May 22-25, in Detroit, Mich., will spotlight important events and sessions including the **election of officers,** presentation of the 1959 **Helms Athletic Foundation Award** for Industrial Recreation to the national and company classification winners and presentation of national and regional awards to the winners of the 1960 **NIRA-NRA Postal Rifle and Pistol Shooting Matches.** Other regular news and feature coverage.

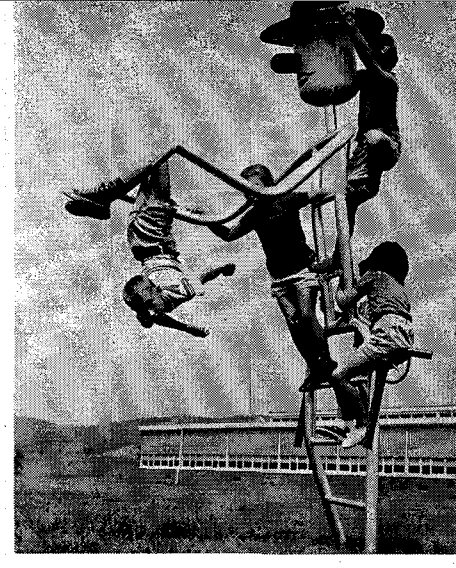
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CHILDREN'S PLAYGROUNDS *at 40¢ per sq. ft.*

A BARGAIN IN RECREATION



IMAGINATIVE approach has led to the development of appealing, new apparatus such as the "Cowboy Climber" above.

With low space-cost requirements, play apparatus is a big value to any recreation area and a must for family appeal

What are the two most significant trends in industrial recreation?

1. The provision of recreation facilities by the company or employee association, and:
2. Increasing emphasis on programs that appeal not only to the employee, but to his entire family.

The combined impact of these two factors on industrial recreation planning has logically led to mounting interest in playground apparatus.

Universally accepted and with a time-tested performance standard, playground equipment is regarded as a must for any family recreation area.

Everyone knows about playgrounds, so planning one should be fairly easy. But suddenly the familiar set-up of slides, swings and see-saws becomes complicated. How much of what kind do you buy? Where do you put it? How much space does it take? What will it cost?

The answers won't come easily. In fact, there is no set rule for planning a playground. Too many variables are involved.

In addition to obvious considerations of space and funds available and expected attendance, the following factors make your playground a special problem in itself:

- Kind and amount of leadership available.
- Climate conditions.
- Age of children.
- Possible employment increases.
- Activity interests in the area.
- Topography of the land set aside for the playground.
- Playground facilities offered elsewhere in community.

Apparatus manufacturers will give you a great deal of help with these problems. Several provide free playground planning services.

Nevertheless, you will want a preliminary plan to show to the manufacturer as well as to management and your recreation committee.

To give clients a general idea of what is required in space and cost, one manufacturer has found that on the average, playgrounds fall into the following space-cost categories:

50′ x 50′ —$1,000
100′ x 150′—$3,500
300′ x 300′—$6,000 to $7,000

This is a good beginning. To take the planning process one step farther, R/M consulted several leading equipment manufacturers and a number of other references on the subject. The result of this research is reproduced in the tables below.

These "Minimum Standards for Playground Apparatus" provide the recreation director with the basic information he needs regarding the physical dimensions, use space requirements and cost range of the equipment considered by most experts to be essential for any playground.

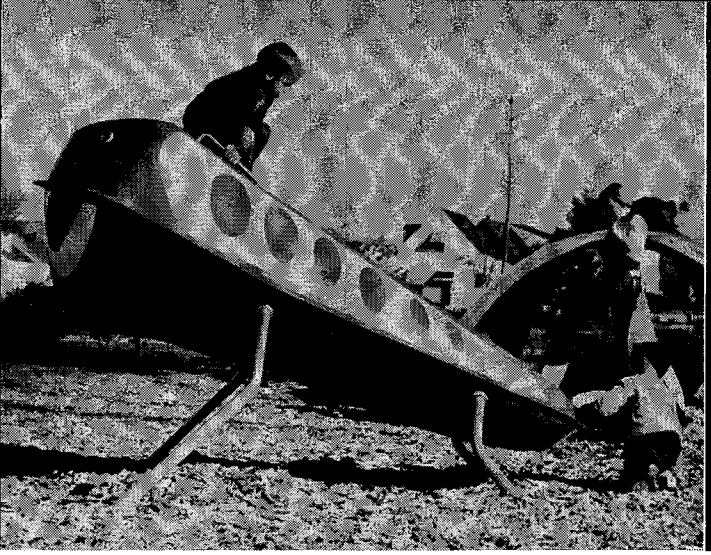
Broken down into recommended age groupings, the apparatus listed has been selected on the basis of a 10,000 sq. ft. playground area.

MINIMUM STANDARDS FOR

Pre-School Age Children

Type of Apparatus	Dimensions of Apparatus		Use Space Requirements		Cost Range of Apparatus	
	Length	Height	In Ft.	In Sq. Ft.	Minimum	Maximum
Climbing Structure	10′	7	20 x 20	400	$165.	$211.
Low Horizontal Bar	6′	3′	12 x 20	240	30.	55.
Horizontal Ladder	12′-16′	5′-6′	8 x 30	240	58.	113.
See-saws (2)	12′	18″	10 x 20	200	51.	80.
Slide	10′-12′	5′-6′	10 x 20	200	127.	376.
Swings (8 with safety seats)	40′	8′	16 x 60	960	226.	557.
Swings (chair and standard seats, number to be determined by local requirements)						

OPTIONAL APPARATUS, if justified by available funds, space and attendance: sand box, game and craft tables, shelter, benches, traveling rings (10 ft. diameter, 625 sq ft. use space, $187.—$222.), merry-go-round (10 f



NEW MATERIALS, particularly fiber glass, have given birth to new lines of playground equipment featuring functional, sculptured designs and vivid colors like the "Slide-O-Bug."



COMBINATION equipment incorporates two or more functions in one set of apparatus. The new "Teeter-Whirl" above combines the action of a teeter-totter and merry-go-round.

The dimensions and approximate amount of ground space listed will, of course, differ slightly depending upon the model and manufacturer. However, the figures are sufficiently accurate for planning purposes.

Use space indicated will permit safe and satisfactory use under normal playground conditions. Remember, however, that these figures are "minimums." They do not allow for general play space or for children standing in the area waiting their turn.

In figuring space, as well as the amount of apparatus needed, manufacturers have learned that, ordinarily, 40% of the children in the play area will actually be using the equipment. The other 60% will be standing by waiting for their turn or socializing and watching.

Cost figures were taken from 1960 catalogs of six leading playground equipment manufacturers.

Now, you're ready to pick up a pencil and draft a rough idea of what your playground can handle. By striking a happy medium between the minimum and maximum prices, you can work up an accurate cost estimate.

Having completed this step you will be standing on solid ground when you go to management and the equipment manufacturers.

You will have proved to yourself that in terms of space and cost, a children's playground is one of the best bargains in recreation.

An area half the size of a softball field can accommodate up to 10 times the number of participants. Several basic items installed in a relatively small space in a picnic grove can become a major attraction for employees' children and definitely increase the use of your recreation area.

For a graphic illustration of cost, standard apparatus concentrated in the minimum recommended space will run at about 40¢ per sq. ft.—a surprisingly low rate for recreation facilities.

As you add space and equipment, the rate drops appreciably. The 300′ x 300′ area cited above can be developed for about 7¢ a sq. ft.

The tables and other data presented here are merely suggestive, a preliminary guide for determining space and cost requirements. Imagination, new materials and revised concepts of playground apparatus have given birth to a wide variety of combination equipment, sculptured structures and other new products, which, while not included in the tables, are worthy of your consideration.

REFERENCES: Special assistance and information from American Playground Device Co., Miracle Equipment Co., *and* Recreation Equipment Corp. *Brochures and specifications from* The J. E. Burke Co., Creative Playstructures, Inc.; Jamison Mfg. Co.; The Mexico Forge, Inc.; *and* Playground Corp. of America. *Other sources: The Athletic Institute, Inc.,* Planning Facilities for Health, Physical Education and Recreation; *George D. Butler,* Recreation Areas, *A. S. Barnes & Co.; Gabrielson and Miles,* Sports and Recreation Facilities, *Prentice-Hall; and Wayne R. Williams,* Recreation Places, *Reinhold Pub. Co.*

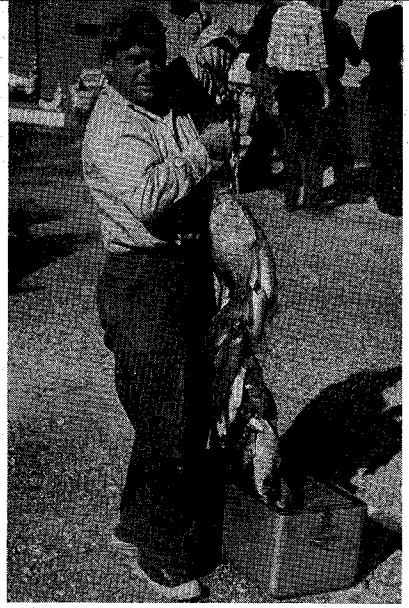
PLAYGROUND APPARATUS

Primary Age and Older

Type of Apparatus	Dimensions of Apparatus		Use Space Requirements		Cost Range of Apparatus	
	Length	Height	In Ft.	In Sq. Ft.	Minimum	Maximum
Balance Beam	12′	½′	6 x 20	120	$ 16.	$ 32.
Climbing Structure	10′	9′	20 x 20	400	96.	410.
Horizontal Ladder	12′-16′	7′	8 x 30	240	86.	132.
Horizontal Bars (3)	15′	5½′-7½′	20 x 20	400	47.	240.
See-saws (4)	12′	20″	20 x 20	400	102.	157.
Slide	16′	8′	12 x 30	360	159.	428.
Swings (8 with safety seats)	40′	10′	20 x 60	1,200	230.	579.

diameter, 484 sq. ft., $276.—$400.), parallel bars (10 ft. ong, 160 sq. ft., $58.—$95.), climbing ropes or poles.

Also consider combination apparatus and sculptured equipment. Quantity of apparatus based on 10,000 sq. ft. area.



HANDSOME STRING of 30 crappies totalling 22 lbs., 15 oz., is hauled up by last year's 4th place winner, Frank Spires, The Chemstrand Corp. Winner Louis Blaising, Tokheim Corp., had a 23 lb., 15 oz. catch measuring 350¼" from nose to tail.

PLANS SET FOR FISH-A-RAMA

Third annual national industrial fishing tournament returns to Kentucky Lake, Oct. 8-9. Postal Contest closes Sept. 1

Entries are now being taken for the third annual NIRA Fish-A-Rama for business and industry.

To be held in two divisions, the postal contest and the National Finals on Kentucky Lake near Paris, Tenn., Oct. 8-9, the Fish-A-Rama will augment employee fishing programs conducted by industry throughout the U. S. and Canada.

EIGHT CLASSIFICATIONS

The postal division of the Fish-A-Rama will be conducted in eight different classifications with national winners named for the best catches of trout, bass, muskie, northern pike, walleye, salmon, pan fish and salt water fish.

Employees merely complete the official entry blanks with the necessary information on the fish caught (weight, length, type of bait, etc.) to be eligible for judging. Entry blank order forms are now in the mail to all NIRA member companies.

The National Finals will be held for the third straight year at Paris Landing State Park, Tenn., on the shores of Kentucky Lake. All entries will be furnished a boat, motor and an experienced guide for the eight-hour contest.

Fish caught in the National Finals will be evaluated both on weight and length with one point awarded per pound or fraction thereof and one point per inch or fraction thereof. This system puts bass and crappie fishermen on equal standing.

In addition a casting contest will test skill with the rod and reel. Each contestant will make two casts at each of ten targets for a maximum possible score of 100 points.

Then, points for weight and length of fish caught plus points scored on casting will be totaled to determine the National Finals Champion.

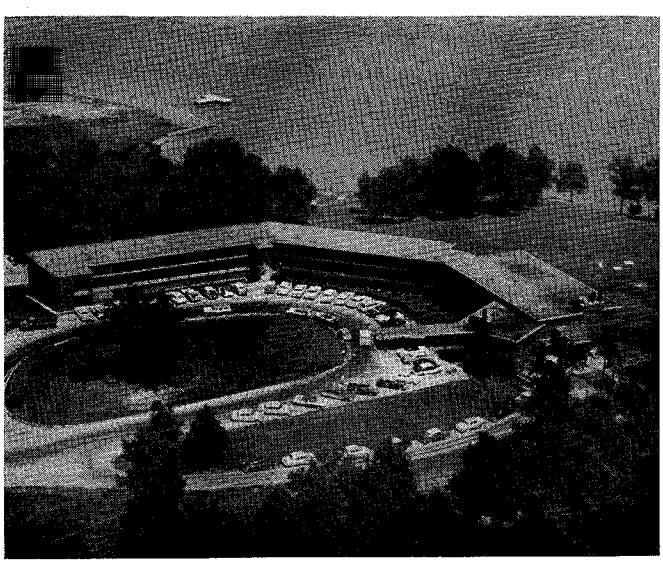
Any employee of a NIRA company member can enter the postal contest or the National Finals or both. Entry fees are nominal to permit as many employees to enter as possible.

NOMINAL ENTRY FEES

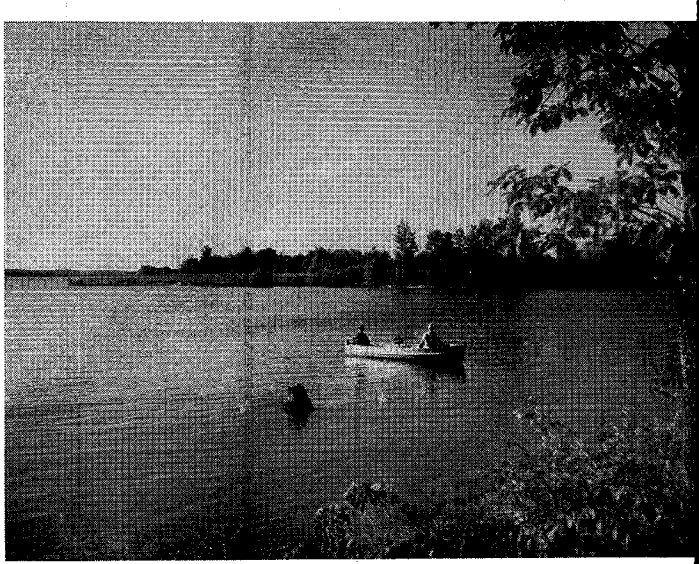
The fee for the postal contest is $1.00 per individual entry. The entry fee for the National Finals is $25.00 and includes boat, motor, guide, Tennessee fishing license, welcome fish fry and awards banquet.

Wives and children of contestants are welcome with special rates available for rooms, meals and special events.

National Championship awards will be presented to the winners of each of the eight classifications in the postal contest and to the winner of the National Finals.

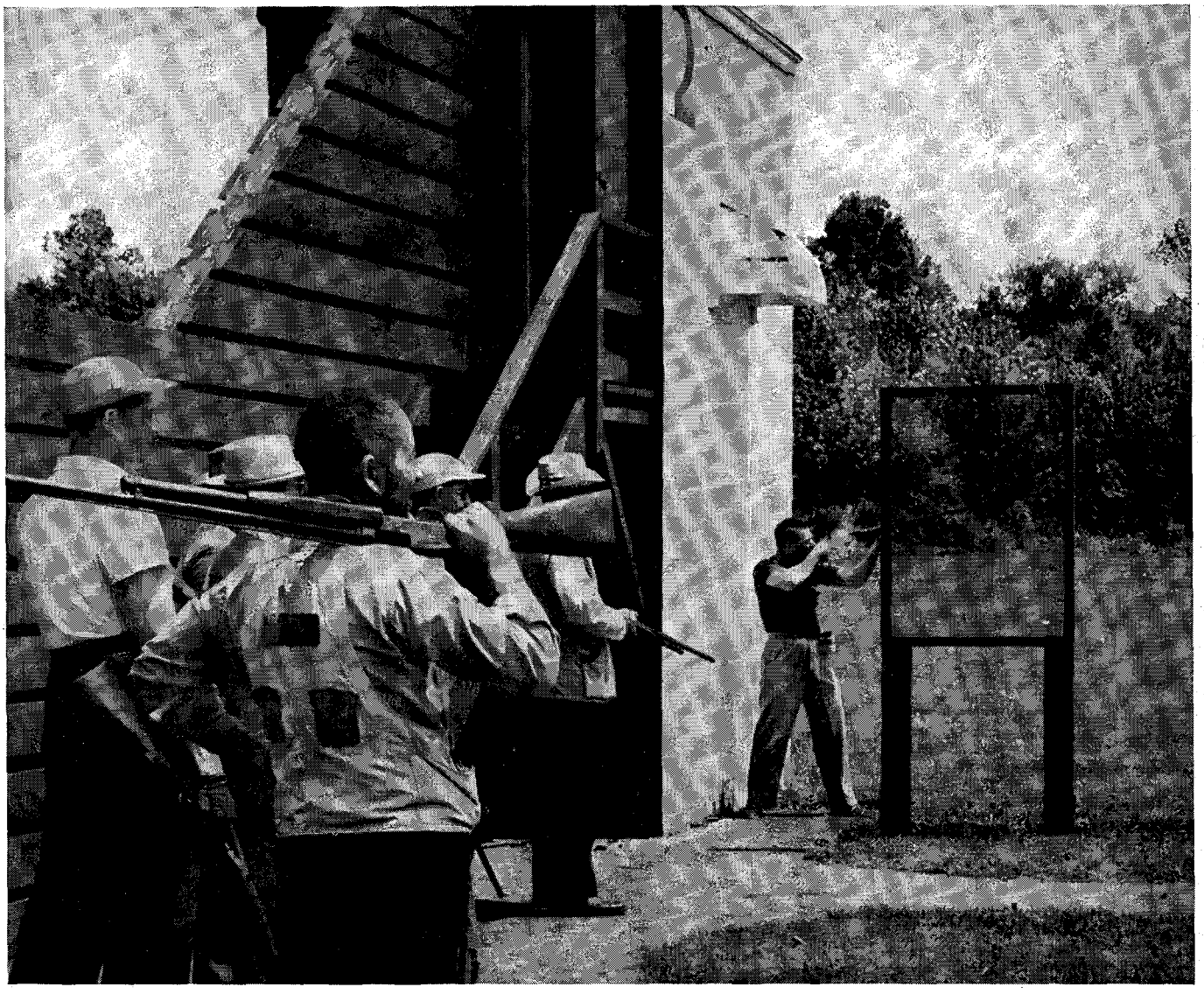


PARIS LANDING State Park Inn., headquarters for the Fish-A-Rama National Finals, is an outstanding fisherman's resort. The modern tourist mecca is completely air-conditioned.



REAL VACATION of good fishing in perfect surroundings with a chance for national acclaim awaits each entrant in the National Finals, an ideal award for your company's champ.

Get the most for your money ...and their morale!



Shooting is rapidly becoming an important part of many company recreation programs. The reasons are simple: convenience, economy, participation. If land is available, a shooting program can be established at little cost, on a "bring your own gun" basis, if necessary. Employee interest runs high because any type of shooting is naturally exciting. In addition, it's not overly time consuming or expensive. Employees can shoot for an hour or so and still get home to an early supper. Hunters have a place for off-season practice, and experienced shooters naturally become the beginner's teachers. Teams and interteam competition quickly follow. Morale skyrockets.

Whether you're thinking of a rifle or pistol range, or trap and skeet fields, write to our Shooting Promotion Department for helpful information. Trained specialists will help you decide on the facilities and program best suited to your aims.

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ANNUAL REPORT —*recreation style*

To justify the budget, determine weak spots and evaluate trends, a recreation annual report is plain good business. This example proves it can be an invaluable planning aid

The shareholders in your recreation program—the company and the employees—expect a yearly statement showing how their recreation dues and contributions have been spent.

But a financial statement is only the beginning. The annual report to management and the recreation board of directors can be your most important guide in program planning.

OBVIOUS VALUE

The value of a thorough, analytical presentation of program participation and cost data can easily be assessed by examining the four charts reproduced here.

Taken from the Statistical Report Analysis prepared by the General Electric Employees Activity Association, Evendale, Ohio, the graphs present a detailed history of all GEEAA activities from 1951 to 1959.

In the words of GE's Recreation Supervisor Dan Zieverink, the data provides "a better insight into where the GEEAA has been, where we are going and how we are going to get there. Armed with this information, we are then better able to chart a realistic and hard-hitting recreation program suited for the people in our GEEAA organization."

Program data has been broken out in terms of participants; percentage participation, which is equal to a ratio of participants divided by plant population; and the cost per man hour for each recreational activity.

Man hour cost figures are believed to present a more realistic picture than a cost per participant break down.

Separate graphs, similar to Chart IV below, were prepared for each of 14 major activity areas. With this type of presentation the progress of each activity, with regard to all three evaluation criteria, can be seen at a glance.

GOLF PICTURE ANALYZED

With a tremendous increase in golf participation during 1959, despite a drop in plant population, the 1960 outlook for the GEEAA golf program is indeed optimistic. The chart leaves no doubt that problems causing a drop-off during the 1958 season were successfully alleviated: disorganization in the informal golf leagues and difficulty in in obtaining good playing times on nearby courses.

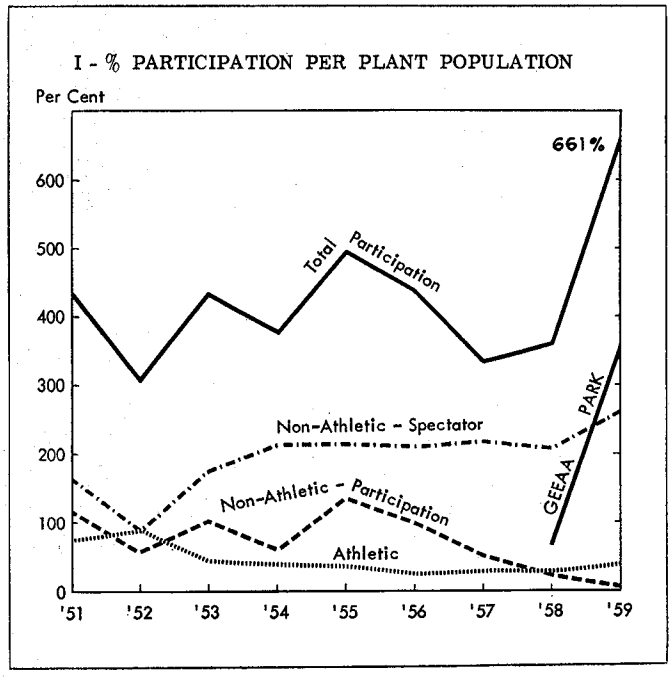
The increase in participation since 1955 is attributed to the inclusion of instruction classes and informal leagues into the golf program.

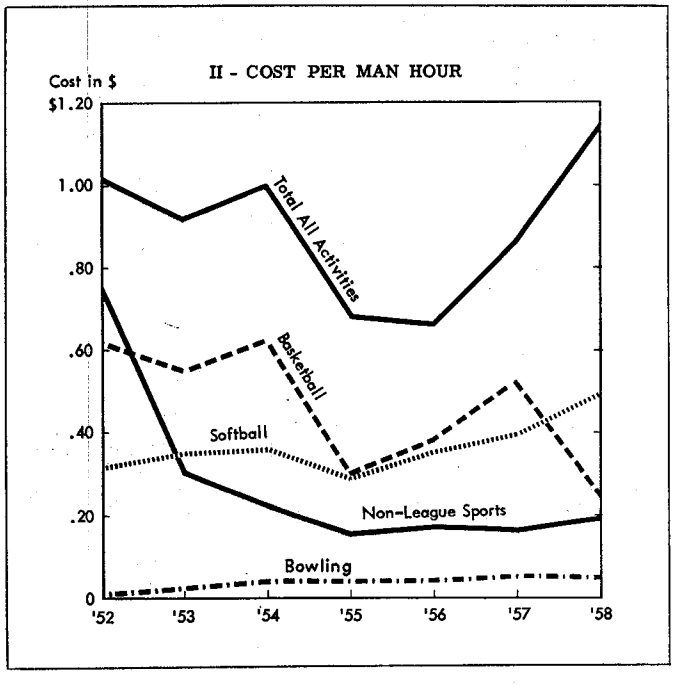
To cut the cost per man hour, sponsorship of "varsity" teams was discontinued. The funds were diverted to supplemental programs such as golf tournament, payment of league secretaries and awarding golf balls to the various league winners at the end of each week.

The drop in cost with the corresponding increase in participation clearly justifies this action.

TOTAL OF 20 CHARTS

Six other charts, to make a total of 20, were included in the Statistical Report to show the ratio of GEEAA membership to plant population, total participants, total manhours, total cost, the





ratio of athletic to non-athletic activities and, among non-athletic activities, the ratio of spectator to participation type programs.

Each chart is accompanied by a trend analysis pointing out the reasons for the fluctuations.

For example, the steady drop in athletic participation prior to 1959 is attributed primarily to the increasing age of the plant population.

The sharp decrease in non-athletic spectator activities is merely a case of program curtailment: four dances were held in 1958, only one in 1959.

WHY THE BOTTOM FELL OUT

The non-league sports picture (see Chart II, hourly cost) makes a particularly interesting study. The program reached a peak in 1952 both in participation and cost when the GEEAA rented neighboring facilities for these activities. The program was highly publicized and attracted some 4,000 participants during a brief three-week period.

However, the program was not successful. It was not a scheduled type activity, and a sharp decline was experienced.

This is attributed to lack of facilities, lack of leadership, lack of promotion and a few skilled people who became superior and thus discouraged others from participating.

Hopes that facilities in the new GEEAA Park would boost non-league sports were realized—participation increased more than 400% in 1959.

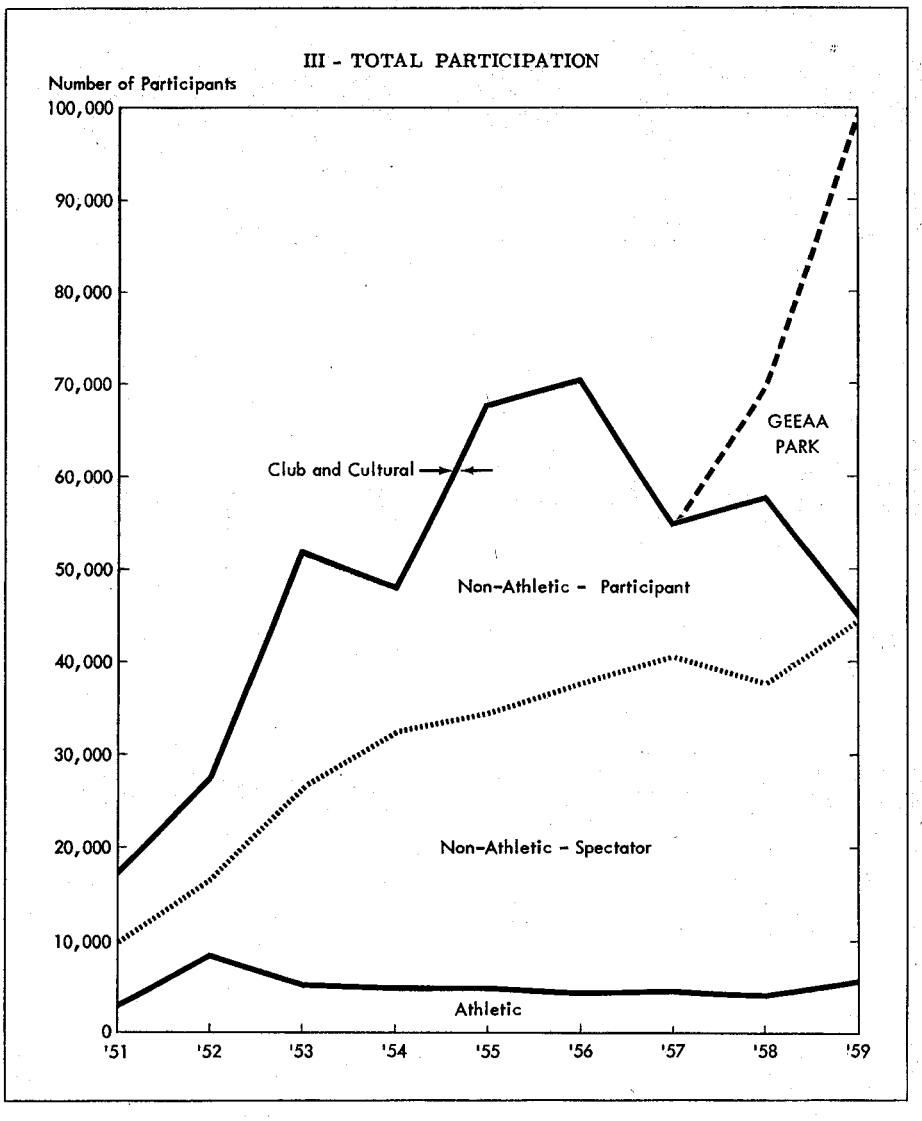
In fact, the opening of the 93-acre GEEAA Park in August 1958, had a fantastic affect on the entire program.

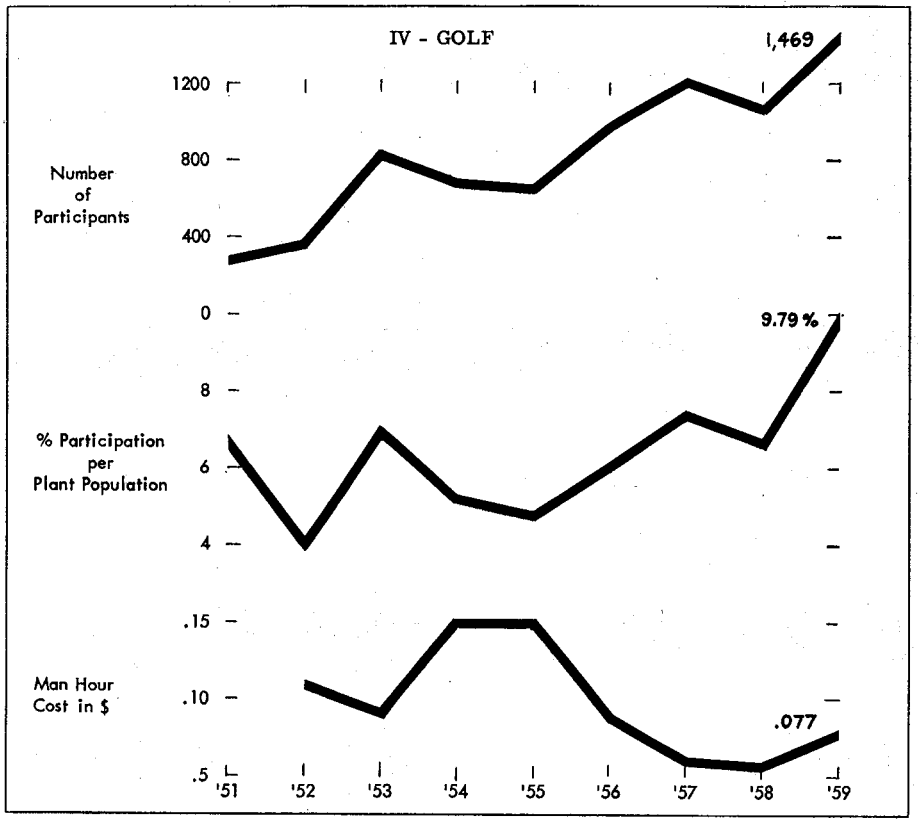
Reversing a downward trend in almost all activities, the park all but doubled total participation during its first full year of operation (57,560 in 1958 to 99,659 in 1959).

PARTICIPATION BOOM

GEEAA membership jumped from 47% to 70% when park construction plans were announced. Increased interest in recreation generally seemed to be at least partially generated by the Park, as all but one major activity gained in total participants during 1959.

A detailed program analysis can't solve all your problems, but backed by information such as that contained in the GEEAA statistical report, the recreation director can make planning decisions with the greatest possible degree of assurance and justification.





Unique Golf Score System

An unusual, but effective point system which combines the scoring features of stroke and match play is being used in the 13th annual Men's Match Play-Handicap Golf Tournament sponsored by the White Cap Company, a subsidiary of Continental Can, in Chicago, Ill.

The elimination tourney consists of nine-hole matches unless both golfers agree to 18-holes before leaving the first tee.

Winner of the first three holes gets five points; second three holes, five points; third three holes, five points. Then the winner of the total on the nine holes gets five points for a maximum of 20 points for a clean sweep. Same applies to the back nine if a full round is played.

Then, golfers gain a point for each stroke under their averages, or lose a point for each stroke over average.

Full difference in handicaps are given with strokes allowed on holes designated by the scorecard. Points are not accumulated from one match to another.

Except for the semi-finals and finals, contestants arrange their own matches (one a week) on any course.

By allowing nine-hole matches, day shift personnel are able to complete their matches on week nights, thus insuring a smooth running tournament.

All night shift employees are paired in the same bracket since they have less difficulty arranging matches.

50 Years For Kodak Park

The Kodak Park Athletic Association, Rochester, N. Y., has reached the half-way point in a year-long series of special events celebrating the 50th anniversary of its founding.

Already history in the golden jubilee celebration:

- Eastern Table Tennis Championships held at the Kodak recreation center where 200 top paddle-welders from 15 Eastern states competed.
- Eight-bout amateur boxing event in the Kodak gymnasium.
- Special jubilee bowling tournament, largest in KPAA history, with more than 2,300 Kodak men and women participating on the Kodak Park lanes.

Other special activities on schedule for the remainder of the big year:

- Special "KPAA Night" at Red Wing Stadium for an International League baseball game.
- Hole-in-one tournament at the Kodak Park athletic field.
- Pro football game excursion to New York City.
- Sports Award Night, highlight of the anniversary celebration, with nationally known sports celebraties in attendance at dinner in the Kodak cafeteria and special program in the 2,200 seat Kodak auditorium.
- Closing jubilee, three "Activity Nights" in the gym where members of the 12 special KPAA clubs will demonstrate their skills.

All these events will be in addition to regular KPAA activities which offer its 20,000 members recreational, club, and team activities of almost every description.

Vickers Quits NIBL

Vickers Petroleum Co., Wichita, Kan., has dropped out of the National Industrial Basketball League reducing the circuit to eight teams.

Given as the main reason for the withdrawal was the fact that most of the top men, including stars Dick Boushka, Wade Halbrook and Nick Revon, have resigned from the squad and there is no place in the Vickers organization to absorb new men who could bolster the squad.

In other off-season NIBL action, a group of Cleveland businessmen have taken over the Sweeney Pipers, and the Denver D-C Truckers have dropped all but three players from their team in an effort to improve on this year's poor showing. After winning the NIBL in 1959, the Truckers completely collapsed this season finishing one step out of the cellar with a 12-20 record.

Company Travel Fairs

Vacation planning became a major center of interest for at least two organizations last month as Motorola and the U. S. Dept. of Agriculture sponsored employee vacation fairs.

Both events featured fashion shows of vacation apparel and exhibits by airlines, railroads, steamship lines, tour operators and travel agents.

Motorola's show, the first conducted by the company, was co-sponsored by Happiness Travel Service, and attracted approximately 1,000 employees.

A similar turnout thronged the 5th annual Vacation Fair sponsored by the USDA's Welfare and Recreation Association.

Mid-West Golf Tourney

The 15th installment of industry's biggest inter-company tournament, the Mid-West Industrial Golf Championships, will be staged Aug. 20-21 in Pontiac, Mich.

The meet will again be run in three divisions, based on average scores, for teams and individuals.

Although individuals will be assigned



PARADE DE CHAPEAUX, annual Easter Hat Parade conducted by Delco-Remy, Anderson, Ind., (photo shows last year's winners) received national television coverage on Garry Moore's "I've Got a Secret" panel show in April.

to divisions, any golfer may play in a lower average division if he desires. Merchandise prizes will be awarded to the six medalists in each division.

Any industrial company is eligible to enter provding all plays are bona fide employees. No company can enter more than two teams from any one city.

The $20. entry fee per team covers trophies, awards, printing and administration. Entrants, or their companies, will pay expenses for room, meals, greens fees ($3. per day) and cart or caddy fees.

For entry forms, complete rules and other information, write: Ray O. Detrick, Executive Secretary, Mid-West Golf Tournament, The Goodyear Tire & Rubber Co., Akron, Ohio.



WHEELCHAIR exhibition match for the March of Dimes saw Richard LeBriton (left on approach), winner of a wheelchair bowling league roll-off, defeat Al (Lindy) Faragalli, 1958 ABC All-Events champion, in Rochester, N. Y.

Water Bugs

The fantastic boom in water sports continues. For 1960 alone, the National Swimming Pool Institute predicts some 80,000 to 85,000 pools will be built.

This is about eight times as many pools as were in existence just after World War II. More than 1 million pools will have been built in the U. S. before 1970 rolls around.

The effect: in 1959, two out of three families were non-swimmers. By 1970, the NSPI predicts 80% of the population over eight years old will swim.

Tipping Tips

The once-a-year traveler is usually guilty of the common mistake of either flagrantly under-tipping or too generously over-tipping.

In a hotel, for example, an infrequent traveler will usually give the bellboy 50¢ and the chambermaid nothing, yet the maid does more to make his stay pleasant than anyone else in the hotel.

Here are some recommendations:

- 25¢ per night to the hotel maid to insure swift cleaning.
- 25¢ per day or night to the porter for railroad travelers, and $1. for a day and over-night trip to the pullman porter. The last can cover one or two people traveling in the same bedroom.
- 15% of a restaurant check. For nightclub bills: 20% exclusive of taxes.

An allowance of about $1.50 per day for tips should be included in every vacation budget.





A LITTLE RAIN couldn't stop these GE Lamp Division golfers from enjoying the league opener in Cleveland, Ohio. Spotting the green was difficult, but fishermen and a trick photographer from the GE NEWS had a ball.

PAY LESS FOR GOLF EQUIPMENT AND GET MORE

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Whatever you buy for golf, it will pay you to remember how Universal differs from other "wholesale" outlets: (1) You see and feel your selections, from Universal's unique, complete stocks of nationally-known golf equipment and all accessories; (2) in fitting golf clubs, you get the professional help of Universal's world-famous specialists; (3) you're still assured of America's lowest discount prices.

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MILWAUKEE CHECKS PROGRAM BENEFITS

Study by County Industrial Recreation Council evaluates program motivation and effectiveness

The employee is the combined originator, beneficiary and judge of his company's recreation program.

This, in a nutshell, sums up the findings of a study completed this March by the Milwaukee County Industrial Recreation Council.

Consisting of five questions designed to evaluate certain aspects of industrial recreation programs, the survey was completed by 35 of the Council's 99 members. The study, made by AC Spark Plug's James O'Loughlin, is a highly significant contribution to research in this field.

I. Why do you have a recreation program at your company?

A. Top management was or is personally interested in a sport or sports.

Very Important	2	Not Important	10
Quite Important	11	Omitted	2
Slightly Important	10		

B. Employees made requests for such activities.

Very Important	20	Slightly Important	3
Quite Important	11	Omitted	1

C. Management sees team sports as a means of advertising as well as offering a chance for competition.

Very Important	1	Not Important	24
Quite Important	2	Omitted	2
Slightly Important	6		

Based on the responses to the questions above, employee desire is by far the most important motivational factor in company sponsorship of recreation. In no case were employee requests for activities regarded as "not important."

On the other hand, few companies sponsor activities as a means of advertising. Do they believe that recreation is an ineffective form of advertising, or do they feel that to be successful the program must be completely employee centered?

Responses indicated that the boss' personal interests can have an important bearing on program sponsorship at some companies.

II. Why did or does your company belong to the Milwaukee County Industrial Recreation Council?

A. The Council offered a source of information about local conditions and recreation problems in general.

Very Important	11	Not Important	4
Quite Important	9	Don't Know	2
Slightly Important	8	Omitted	1

B. Council leagues offered an opportunity for competition that our firm was too small to provide.

Very Important	11	Not Important	3
Quite Important	8	Omitted	4
Slightly Important	7		

C. Individuals or employee groups convinced management that MCIRC was important.

Very Important	2	Not Important	10
Quite Important	7	Don't Know	1
Slightly Important	7	Omitted	4

D. Council competition offered an opportunity for our teams to compete with "name" teams.

Very Important	4	Not Important	15
Quite Important	2	Omitted	3
Slightly Important	7		

The MCIRC received a strong vote of confidence. The results leave little doubt that a local or regional industrial council fulfills a useful and important function. The Council is in a position to provide information on local events and activities and to offer team competition within the framework of rules which are most suitable for industry.

III. What do you think your management hopes to gain from sponsoring sports, music and recreational activities?

A. Improved employee goodwill.

Very Important	20	Not Important	1
Quite Important	12	Omitted	1
Slightly Important	1		

B. Gain reputation in the community as a good place to work.

Very Important	7	Not Important	5
Quite Important	15	Don't Know	1
Slightly Important	5	Omitted	2

C. Advertise company and its products.

Very Important	1	Not Important	26
Quite Important	2	Omitted	2
Slightly Important	4		

D. Provide outlet for talented employees in all fields.

Very Important	4	Not Important	10
Quite Important	8	Don't Know	1
Slightly Important	10	Omitted	1

E. Company believes sports and activities get all employees better acquainted.

Very Important	16	Not Important	3
Quite Important	13	Omitted	2
Slightly Important	1		

The chief benefits to be gained from the sponsorship of recreation programs appears to be employee goodwill and improved internal communications resulting from well-acquainted employees. While these conditions are advantageous to the company, they are also directly beneficial to the employee.

Comparison of the answers to questions B and C indicates that while recreation carries little importance as an advertising tool, it can be a valuable adjunct to a community relations program.

IV. How well do you feel you are accomplishing your company's aims?

Very Well	4	Poor	1
Good	18	Omitted	1
Fair	11		

V. What means of evaluation have you or management made in determining how well you are accomplishing your aims?

A. Employees say they are enjoying themselves which indicates we're doing a good job.

Very Important	8	Don't Know	1
Quite Important	19	Omitted	2
Slightly Important	5		

B. Our firm has had fewer grievances, absentees, etc. since we began the recreation program.

Quite Important	4	Don't Know	13
Slightly Important	4	Omitted	6
Not Important	8		

C. Participation in our activities program has grown.

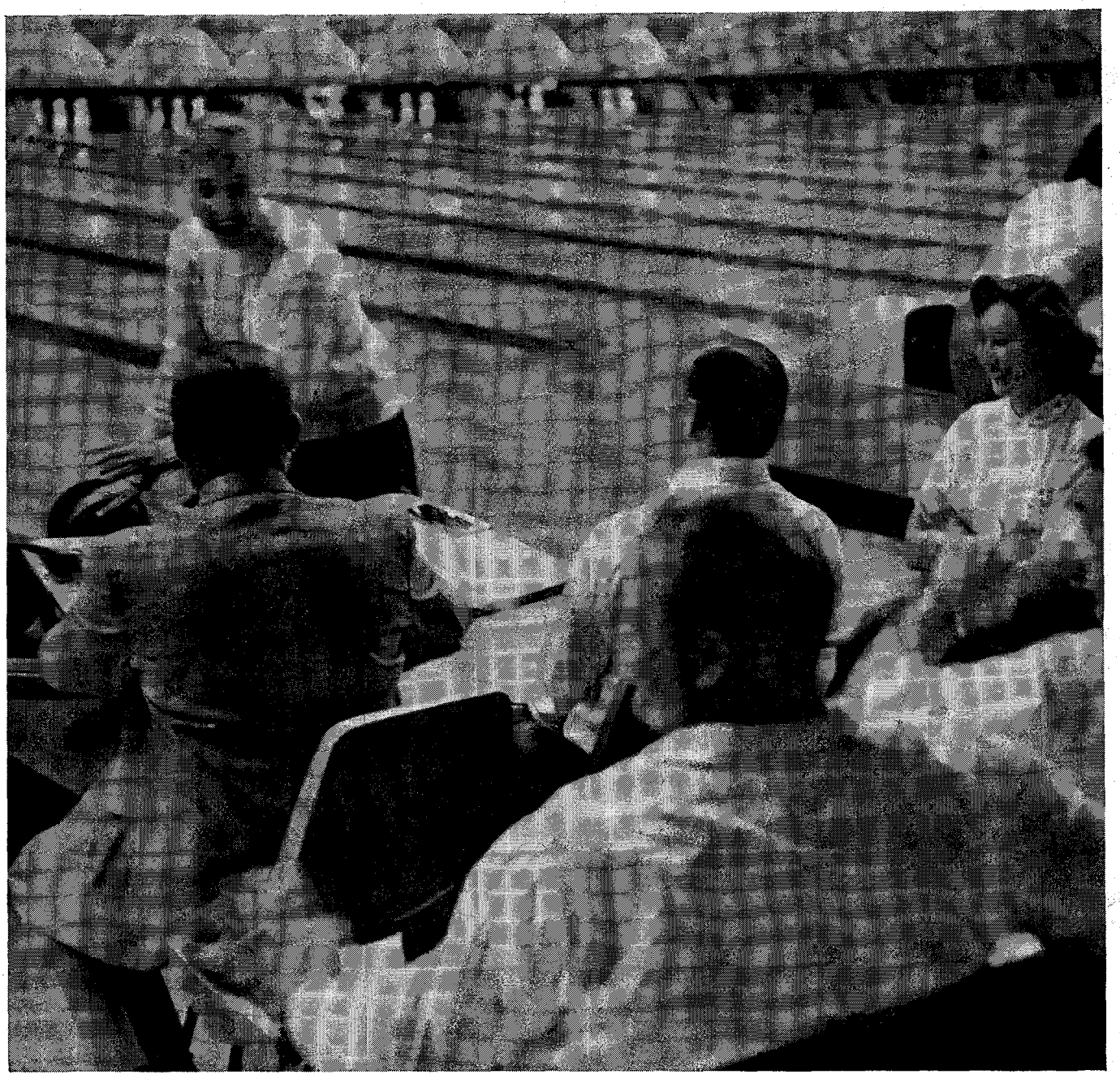
Very Important	4	Not Important	4
Quite Important	15	Don't Know	2
Slightly Important	4	Omitted	6

D. Clubs and music groups are popular and are well supported.

Very Important	5	Not Important	10
Quite Important	7	Don't Know	3
Slightly Important	1	Omitted	9

Company representatives expressed with apparent modesty that they are accomplishing the aims of management. Another interesting question might seek the opinions of top management in regard to the recreation director's performance and the effectiveness of the program in general in accomplishing its objectives.

Employee comments and the growth of employee participation are the two most frequently used methods for evaluating the program's success. If employees are satisfied and register their approval by active participation, then management is also apparently satisfied. The lack of interest (13 "don't know" answers to QuestionV-B) in the effects on specialized personnel problems confirms management objectives as disclosed in Question III. The results indicate that programs are sincerely sponsored for the employees' benefit and as long range employee relations.



...start an AMF bowling program for employee recreation!

Bowling is *the* group activity that builds morale... offers healthful exercise...provides 100% fun for workers of all ages! And, to develop the most effective and enjoyable employee bowling recreation program, simply contact your nearest AMF "Magic Triangle" bowling center proprietor. He will be glad to help you plan and organize your employee bowling program.

And, your local "Magic Triangle" bowling center proprietor offers bowling at its very best—with equipment by AMF: AMF Automatic Pinspotters with exclusive "Magic Triangle" Signaling Unit... "Streamlane Decor," featuring the "Magic Circle" Ball Return...and AMF bowling balls, bags, and shoes—the finest available, for looks, style, and practicality.

For recreation at its best, include bowling in your program...and *for bowling at its best*...

AMF PINSPOTTERS INC.

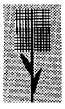
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BOWL WHERE YOU SEE THE "MAGIC TRIANGLE" T.M.



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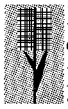
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More than 60 varieties of tulips, hyacinth, daffodil, narcissus and crocus are available. All guaranteed to be of highest quality, grown and selected on our own bulbfields.





Each variety is illustrated in full color in our ordering book so employees can see the color and shape of the flower they will grow in their gardens.

Be ready for the Fall planting season, send for information now.

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BULBHOME, Sassenheim, Holland: Please send me, without charge or obligation, your flowerbulb ordering information.

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RM INDUSTRY ITEMS

$50 Trip to Europe

The possibility of a $50. fare to Europe is now just a matter of time.

Necessary arrangements for the construction of two 90,000-ton ocean liners each capable of carrying 6,000 passengers have been completed with delivery of the first ship scheduled for the summer of 1963.

The idea of the super-liners was conceived by hotel operator Hyman B. Cantor. To be christened "Peace" and "Goodwill," the two ships will be operated along hotel principles, not as luxury liners, i.e.: one class instead of four classes thereby eliminating the need for four swimming pools, four theaters, four pursers, etc. Meals and entertainment will be extra as in hotels.

Actually, one-fifth of the passengers will pay the $50. fare, the rest up to $125. Cheapest fare to Europe is now about $200.

Ben-Hur Film Figures

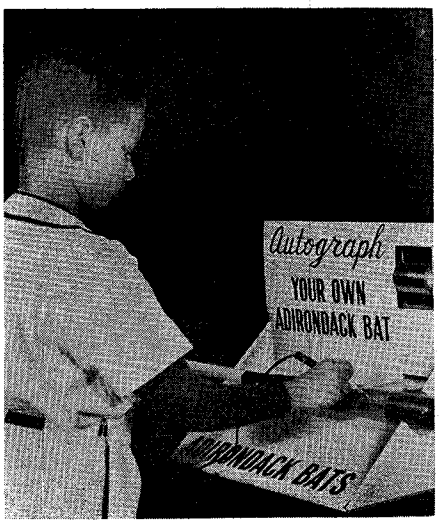
Home movie fans flip at the miles of celluloid used in filming multiple Oscar winner Ben-Hur.

In all, some 1,125,000 feet of film—65mm wide—were used for shooting. This was edited down to 23,975 feet for the picture.

The printing was done on 70mm Eastman Color by Technicolor. Forty prints were made on the 70mm film, and 250 more prints were made on 35mm Eastman Color.

The 70mm film carries six magnetic sound tracks for five speakers on the stage—three for dialogue and two for music. Sound from the sixth track is carried through speakers placed throughout the theater for surround sound effects.

Ben-Hur was filmed with special cameras costing $100,000 each.



Personalized Baseball Bat Kit

New Vacation Air Fares

New international air fares for North Atlantic flights, approved last month by the Civil Aeronautics Board, included an experimental excursion fare 30% below normal economy class rates.

The special 17-day round trip fare will be available only during off-season months, October through March. The New York-London fare will be $350. in jets and $320. in piston powered airliners. Normal economy class round trip by jet will cost $486.

Other fare decreases announced by the CAB include a $40. drop in first class New York-London round trip fares to $900. First class fares for piston planes on the same route were not changed: $900. for sleeper service, $792. for regular seating.

Personalized Bats

Because of countless requests for personalized bats, Adirondack Bats Inc. has designed a kit for autographing bats which is now available at sporting goods dealers (see photo).

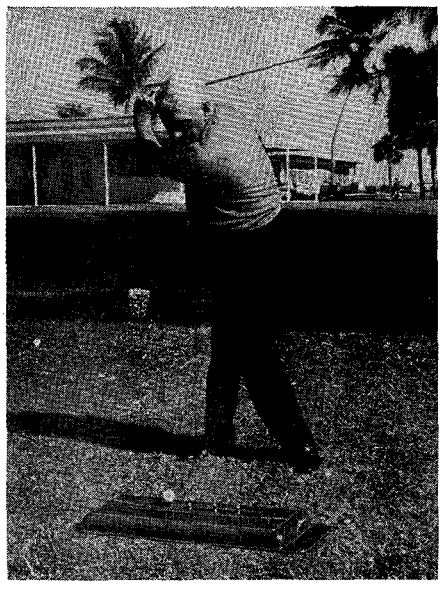
Specifically designed for Little Leaguers, the kit is priced at $9.95. It consists of a counter stand, 18" wide, which holds 100' of gold foil and an electric pencil. Adirondack has also produced a special Little League bat stamped "Personal Model."

Space is provided between "Personal" and "Model" for the signature of the person buying the bat. Team names may also be written if desired.

Golf Tutor Corrects Swing

A unique new device, the Tommy Armour Golf Tutor (see photo), has been made to correct faulty swings.

The aid lets the golfer practice and analyze his swing anywhere there's room to maneuver a club. Three indicator pins, actuated by the club face as it passes through the critical part of the swing, show up golfing faults.



Tommy Armour demonstrates Golf Tutor

Pins down and pointing to the left indicate a pulled shot; pins to the right mean a pushed shot. Pins knocked down along a straight orange line are evidence of a good follow-through.

Made by the Aluminum Company of America, the Tutor utilizes aluminum for critical working parts. It is encased in a foot-wide plastic case 36" long. The unit weighs 12 lbs. and sells at $24.50 at pro shops.

Longer Vacations, Sooner

The Bureau of Labor Statistics shows that in 1959, 75% of the negotiated contracts provided for three weeks vacation as compared to 65% in 1957.

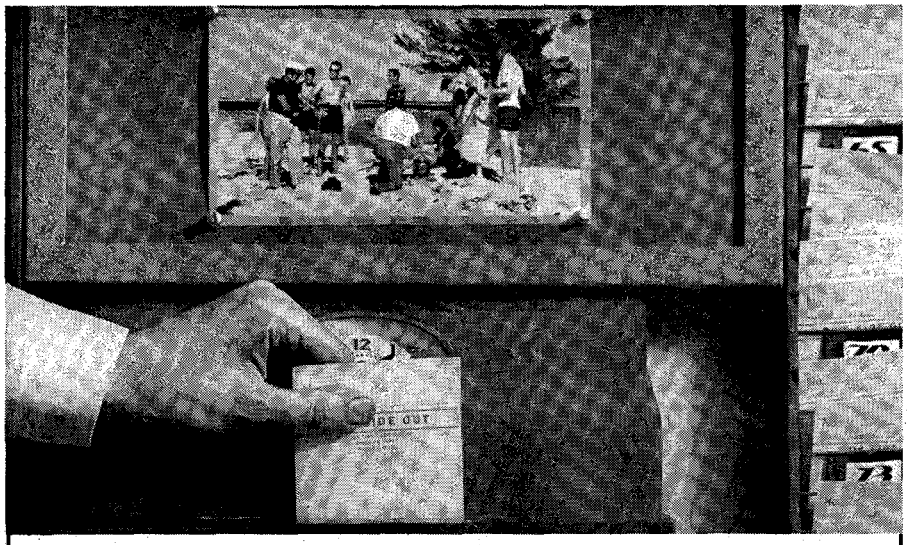
Average length of service required for that vacation went down from 15 to 12 years, with 28% of recent contracts giving three weeks after 10 years.

Fiber Glass Gun Barrel

The first firearm to use a fiber glass barrel has been introduced by the Winchester-Western Division of the Olin-Mathieson Chemical Corporation.

Called the "Win-Lite," the barrel is made of 500 miles of glass fiber, chemically fused and bonded to a thin steel tube. It is the key feature of the Winchester Model 59 semi automatic shotgun and represents a technological breakthrough in firearms design.

Some of the major advantages listed: the barrel and receiver cannot rust, and the glass fibers will not rot or be effected by weather or exposure. Glass fibers provide a barrel with double the burst strength of steel. Heat insulating qualities of fiber glass reduce barrel temperature and heat wave distortion.



They're happier here... because they were there!

Travel works wonders on employee morale! And—employees enjoy every moment of vacation time when it's planned by the people who know the most about travel—American Express. So for group vacation plans . . . call on World Travel Headquarters. Look into an American Express Employee Group Vacation Plan now.

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Pro-treated



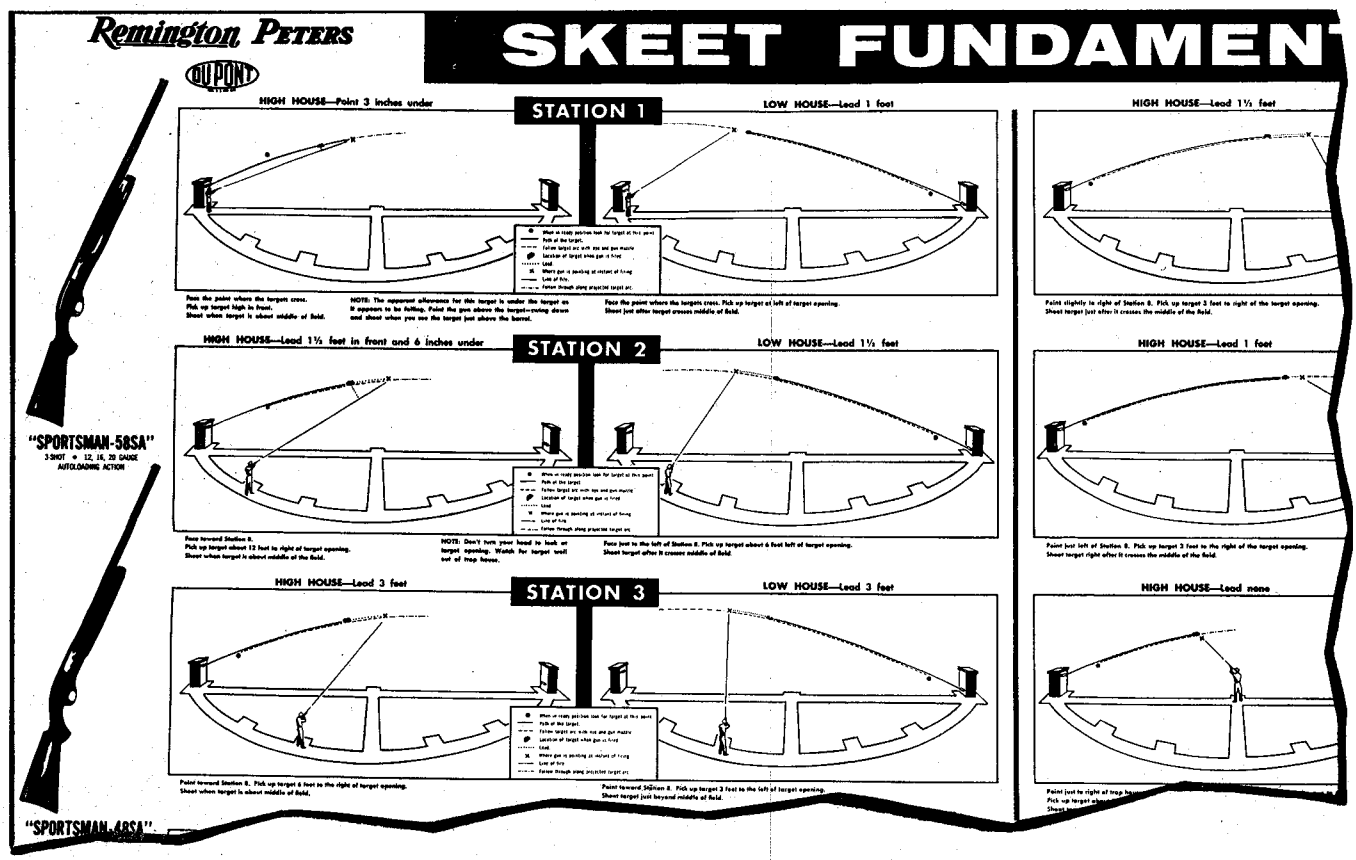
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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST



New Materials Aid Gun Clubs

Skeet Wall Chart

SKEET FUNDAMENTALS, Shooting Promotion Section, Remington Arms Co., Inc., Bridgeport 2, Conn., free

Giant size wall chart, 32" x 42" (see illustration), charts the proper target leads, illustrates proper body position, when to pick up the target and when to shoot.

The chart is based on the book, *Illustrated Skeet Fundamentals,* (see below) by Col. Tod Sloan, one of the nation's leading skeet shooting experts.

Attractively printed in two colors, the wall chart is ideal for posting at shooting ranges or gun clubs.

Skeet Shooting Manual

ILLUSTRATED SKEET FUNDAMENTALS, Col. E. F. (Tod) Sloan, National Skeet Shooting Assn., 3409 Oaklawn Ave., Dallas 9, Texas, 40 pages, $1.50

Comprehensive manual written by the former manager of the National Skeet Shooting Association is a valuable aid in training shooting enthusiasts to become skilled at skeet.

Covering all the essentials of this popular sport, the manual discusses shotgun handling, how a round of skeet is fired (singles and doubles), positioning the body, hitting a moving target, hints for instructors plus a diagrammic presentation of the 25 different shots in a round of skeet..

The book includes 31 how-to-do-it photos to make every point clear.

Trap Manual

TRAPSHOOTING FUNDAMENTALS, Shooting Promotion Section, Remington Arms Co., Inc., Bridgeport 2, Conn., 16 pages, free

Edited especially for new trapshooting enthusiasts who are beginning to get serious about improving their scores, Trapshooting Fundamentals presents the answers and solutions to some of their questions and problems.

Unlike skeet where every shooter takes the same series of shots, trap targets are thrown away from the shooter at unknown angles. Largely for this reason, correct target leads have previously never been set down for the trapshooter in the same positive, cut and dried manner as the skeet shooter has always enjoyed.

However, with the use of electronic computers, Remington's Fundamental Research Dept. has come up with mathematical answers on trap leads for all angles, from each shooting position and from 16-yd. and handicap distance.

The manual includes these new figures as well as other helpful tips on gun and body positioning, choosing the gun and improving scores.

Remington expects the manual to create discussion and controversy among experienced shooters, but sincerely feels that the "computed leads" will be a great help to novices.

How To Build It

TRAP AND SKEET EQUIPMENT AND INSTRUCTION MANUAL, Winchester-Western Div., Olin Mathieson Chemical Corp., East Alton, Ill., 66 pages, 10 building plans, free

Complete instruction manual for constructing trap and skeet fields, trap houses and other facilities includes detailed drawings and plans.

Other contents provide thorough instruction on installation, operation, adjustment and maintenance of trap and skeet equipment as well as flood-lighting data.

Hold 1st Industrial Skeet Meet

Employee gun clubs to compete in NIRA sponsored event Sept. 24

The first annual National Industrial Skeet Championships will be staged Saturday, Sept. 24, at Hilldale Gun Club near Palatine, Ill., about 40 miles northwest of Chicago.

Sponsored by NIRA, the event is open to any business or industrial firm. Each company may enter as many teams as desired. The only eligibility requirement is that team members be full time employees of the companies they represent.

50 TARGET EVENT

Competition will consist of two regulation skeet rounds (50 targets) for each five-man team. Individual results will also be maintained.

Official entry forms and contest rules will be distributed in a general mailing within the next two weeks or may be obtained by writing NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

The entry fee of $50. per team covers shells and targets as well as cash prizes awarded to the leading teams individuals on the following basis:

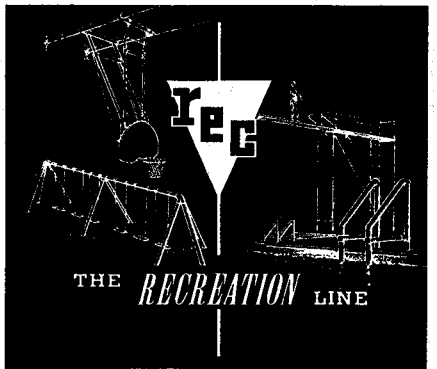
	Team	Individual
1st place	$50.	$25.
2nd place	25.	15.
3rd place	15.	10.

A championship trophy will also be presented to the winning team.

FIRST FOR INDUSTRY

The meet, the first event of its type to be sponsored for industry, provides one of the few opportunities for industrial gun clubs to enter inter-company skeet competition and is the only one on a national scale.

The popular game of skeet is only beginning to attract employee gun enthusiasts on an organized basis. The National Industrial Championships have been sponsored to help these shooters promote interest in the sport and to help industrial gun clubs broaden their programs of shooting activities.



WHEREVER CHILDREN PLAY *Safely!*

Recreation equipment with engineered safety to meet the most rigid requirements.

- Playground Equipment
- Indoor Basketball Backstops
- Swimming Pool Equipment

Literature for each line available on request—please specify.

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THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



Seventy employees of the Boeing Seattle Aero Divisions are members of the Boeing Employees' Rifle and Pistol Club. Since 1954, the Boeing Club has conducted an active shooting program of rifle and pistol leagues, training courses and informal target practice.

League shooting enables new and experienced shooters to overcome the "pressure" often associated with competition. By providing practice under match conditions, league shooting prepares club members to fire in tournaments where competition is keen. In addition to league activities, the club conducts training sessions on the proper and safe use of firearms and the development of shooting skill.

NRA is proud of its association with the Boeing Airplane Company and its employee rifle and pistol club. We salute both the club and the employer.

BOEING

Employees' Rifle and Pistol Club

Seattle, Washington

Supported by THE BOEING AIRPLANE CO.

CLUB OFFICERS

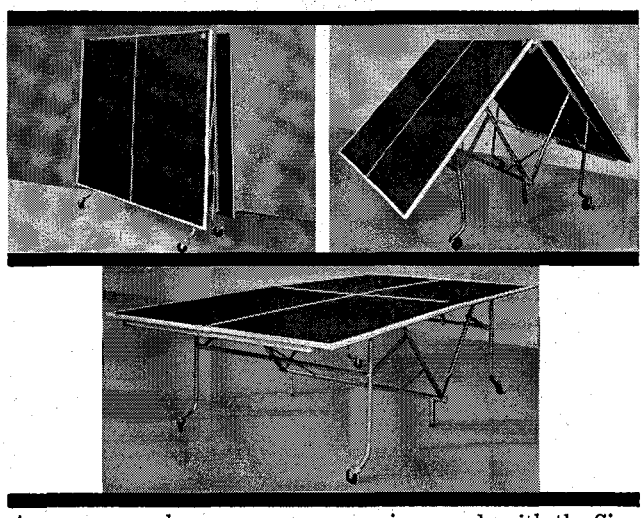
Ed Heineman....Chairman, Board of Directors
David B. Anderson
.....Secretary, Board of Directors
Doug Salsbury.....Member, Board of Directors
Bob White.....Member, Board of Directors
Bob Utter.....Club Manager

Write for Information

Industrial Recreation Executives are invited to write for further information on organized rifle and pistol shooting. Details on how your company can sponsor an NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

roll it in . . . . PLAY
roll it out . . . TUCK IT AWAY



Any room can become a game room in seconds with the Sico "Tuck-Away." It rolls and unfolds quickly, safely. Exclusive "Floating Fold" carries entire weight of the table during folding and unfolding. Full regulation size (USTTA approved)—yet folds to only 18" x 60" for storing. Its unitized steel frame is fully guaranteed for 10 years. The "Tuck-Away" provides an efficient solution to the need for leisure time relaxation—in industry, hotels, schools, hospitals, and other institutions. Get complete information on the "Tuck-Away" by writing.

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NIRA Camera Contest

Amateur shutterbugs shoot for trip to Mexico, other prizes in NIRA's employee photo contest

One week's vacation for two in Mexico City awaits the winner of the first annual Employee Photo Contest sponsored by the National Industrial Recreation Association.

Running for the full calendar year of 1960, the contest is open to any amateur photographer of a NIRA member company. His family members are also eligible.

Each contestant may submit as many entries as he desires in either or both contest classifications: Open and Recreation. The Open Division places no restrictions on photo subjects. Photos entered in the Recreation Division must have been taken of some phase of the employee's company recreation program.

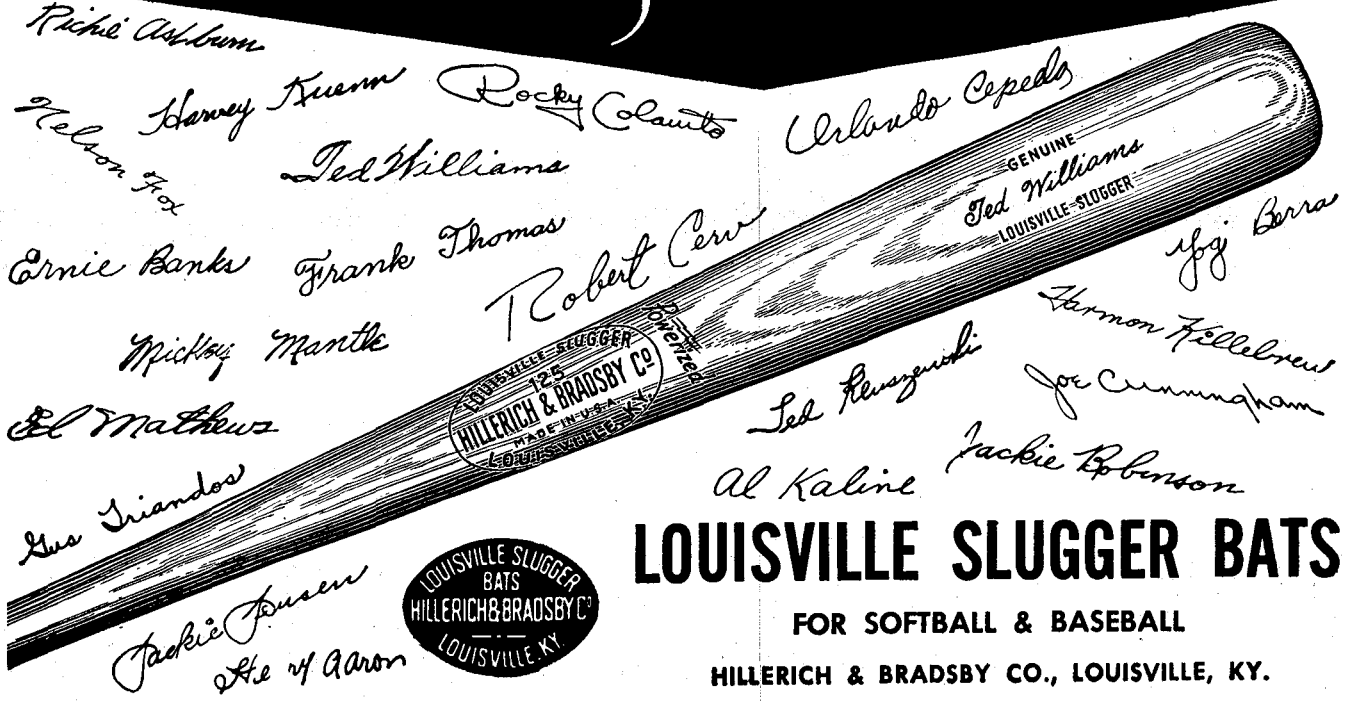
The Mexico City trip which will be awarded to the winner of the Open Division includes expenses for air transportation to and from the air terminal nearest the winner's home, and covers meals, lodging and sightseeing in Mexico City. Travel arrangements have been made through Happiness Travel Service, Chicago.

Winning photo in the Recreation Division will appear on the cover of the March 1961 issue of RECREATION MANAGEMENT. In addition the Recreation winner will receive $25. value in his choice of photo equipment or supplies.

For complete contest rules see Feb. 1960 issue of R/M, the April NIRA Newsletter or write NIRA, 203 N. Wabash Ave., Chicago 1, Ill. No entry fees are required.

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LOUISVILLE SLUGGER BATS

FOR SOFTBALL & BASEBALL

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NATIONAL GOLF DAY

Golfer's Benefit

Every golfer can "help himself" on National Golf Day.

That's what sets the nationwide event, originated by the Professional Golfers Association in 1952, apart from all other golf activities.

Every golfer, either amateur or professional, every golf club, whether private, daily-fee or public, and golf itself benefit from National Golf Day.

Golf's big day comes up for the ninth time on Saturday, June 11. On that day, Bob Rosburg and Billy Casper, 1959 PGA and USGA Open champions respectively, will play an 18-hole "Round of the Champion" stroke play match at Firestone Country Club, Akron, Ohio.

At the same time or during the week of June 5-11, men, women and junior golfers throughout the country will try, with their handicaps, to better the score of the Champion. Golf Day contestants will be asked to contribute $1.—more if desired—for each 18-hole round played against the champion.

The entire proceeds of the event will be distributed to golf research, educational and charitible activities and other worthwhile causes. Since 1952, National Golf Day proceeds have totaled almost $742,000.

National Golf Day tournaments may be played concurrently with others if desired, and golfers without official handicaps may play under Callaway Handicaps.

For the good of the game, the PGA urges company golf leagues to participate in the program.

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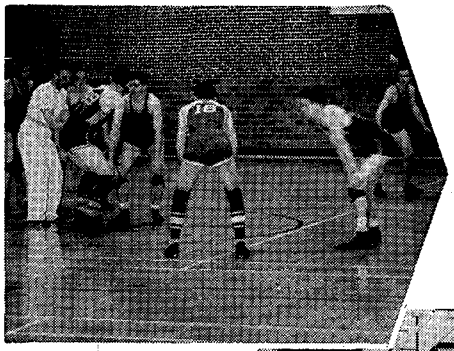
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ANDERSON, INDIANA, U. S. A.
WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT





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This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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Ask the Hillyard "Maintaineer®" in your area to draw up a maintenance program for your floor —also for tips on preparation for dances, etc. He's *"On Your Staff Not Your Payroll."*

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HILLYARD St. Joseph, Mo., Dept. P-6

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☐ Please have the Maintaineer get in touch with me. No obligation!

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PATRONS LIKE:
- Large 15" x 22" Actual Cooking Surface
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an easily assembled and stored hard maple floor for skating, basketball, shuffleboard, etc.
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POSITIONS WANTED

High school coach for seven years seeks ind. rec. position. Holds B.S. degree in health, phys. ed. and rec. Company exp. Two years in minor league baseball.
CP23—RECREATION MANAGEMENT

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

RM RECREATION READING

Employee Reading Program

THE LIFETIME READING PLAN, Clifton Fadiman, The World Publishing Co., 318 pages, $3.75

A selection of 100 titles from all the writers of the Western civilization, *The Lifetime Reading Plan* completely answers the need of recreation directors seeking to add a reading or library program to their employee services activities.

Called one of the most important educational contributions of our time, the *Plan* is a fascinating, readable book that opens the door to lifelong learning. The 100 recommended books were selected on the basis of what they contribute to living in the world today.

A "how-to-do-it" of reading for pleasure and enlightenment, the *Plan* briefly reviews each book, notes what editions are available and, in the case of histories and other special fields, what authors are recommended.

The cost of purchasing all 100 titles for an employee reading room is surprisingly low. By taking advantage of paper bound editions, the entire list can be purchased for approximately $150.

Where Do We Go from Here?

NEW FRONTIERS IN LIVING, Howard Whitman, The Register and Tribune Syndicate, Des Moines, Iowa, 32 pages, limitied edition 50¢

"We've made a great mark in the world. Our progress, our genius, our productivity will go down in history. But where do we go from here? Do we go *down* in history too?"

Many Americans, observing a life that seems to have become pretty soft and flabby have asked themselves that question. In a series of syndicated articles published throughout the country in April and May, Howard Whitman answered it.

The articles have been reprinted in booklet form to meet the deluge of requests for the whole story.

Among the facets of daily living, Whitman deals with "Our Glut of Pleasure," "First Aid for Family Life," "Abundance Without Choking" and other subjects in a manner that gives a clearer prospective of the needs, short-comings and objectives of our way of life.

Whitman sums up: "Right now we have our place in history as the creator of wondrous standards of living. Perhaps tomorrow we can bring forth equally wondrous standards of life."

Garden Club Aid

DESIGN FOR FLOWER ARRANGERS, Dorothy W. Reister, D. Van Nostrand Company, Inc., 184 pages, 130 illustrations, $7.50

A practical explanation of design as related to flower arrangement, this handsomely illustrated handbook makes interesting study by employee flower and garden clubs.

Full of exciting and practical ideas for arrangements, the book includes notes on criticism and suggestions for club programs and workshop exercises.

Company Sports

INTRAMURAL SPORTS, Pat Mueller and Elmer D. Mitchell, The Ronald Press Co., 443 pages, 89 illustrations, $6.

The third edition of this popular book brings its practical coverage of the total intramural sports program completely up-to-date.

New materials on finances, facilities and equipment, in particular, add to the book's usefulness as a reference.

Written primarily for schools and colleges, *Intramural Sports*, is completely adaptable to industrial programs.

Heavily illustrated, the book includes draw sheets, round robin schedules for three to 16 entrants, point and scoring tables and other practical data.

Youth Baseball Guide

BASEBALL FOR BOYS, John M. Rosenburg, Oceana Publications, Inc., 160 pages, illustrated, $2.75 clothbound, $1.35 paperbound

Recommended by youth baseball organizations, *Baseball for Boys* covers the fundamentals of the game for young players from Little League through high school.

Illustrated with helpful drawings and diagrams, the book provides practical instruction on basic skills, individual and team offense and defense, team organization and development.

How to put *IMAGINATION* into your Playground Planning!



They crawl up a ladder . . . slide down the pole. 5-foot square steel platform — 8 feet above the ground—is covered by red and white pyramid awning. Here's excitement for every boy who has been attracted by a fire siren . . . and fine exercise, too!

See our imaginative designs . . . basic units to be varied to meet any specific local need.

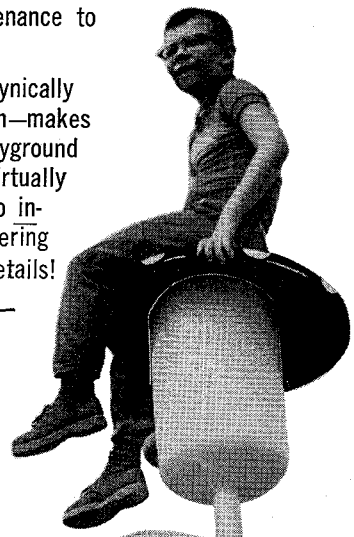
They include:

- COWBOYS & COOLIES
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- ANIMULE SWINGS
- CROW'S NEST CLIMBERS
- FIREMAN'S SLIDE
- RAINBOW CLIMBERS
- SPIN AROUND
- CLIMBING TREE

How does quality pay off on a playground?

1. It means stronger, safer equipment; helps avoid useless hazards; builds a good safety record!
2. EXTRA strength keeps maintenance to an unbelievable minimum!

EXTRA strength—sometimes cynically called "unnecessary" strength—makes MEXICO FORGE park and playground equipment kiddie-proof and virtually vandal-proof! We invite you to inspect and compare our engineering standards and construction details!

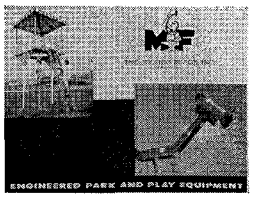


How to plan a playground:

1. You may have an expert on your staff. We suggest you introduce him to the MEXICO FORGE line and let his creative genius soar with these versatile, adaptable, imaginative basic units.

2. We have a playground architect plan . . . a FREE service! We will chart the area; learn from you the ages to be served, size of area, degree of programming and supervision . . . then present a unified equipment plan suitably prepared for presentation to your Executive Committee.

Want more information? Let us send you our newest catalog of engineered Park and Playground Equipment, or simply ask for our Playground Architect.





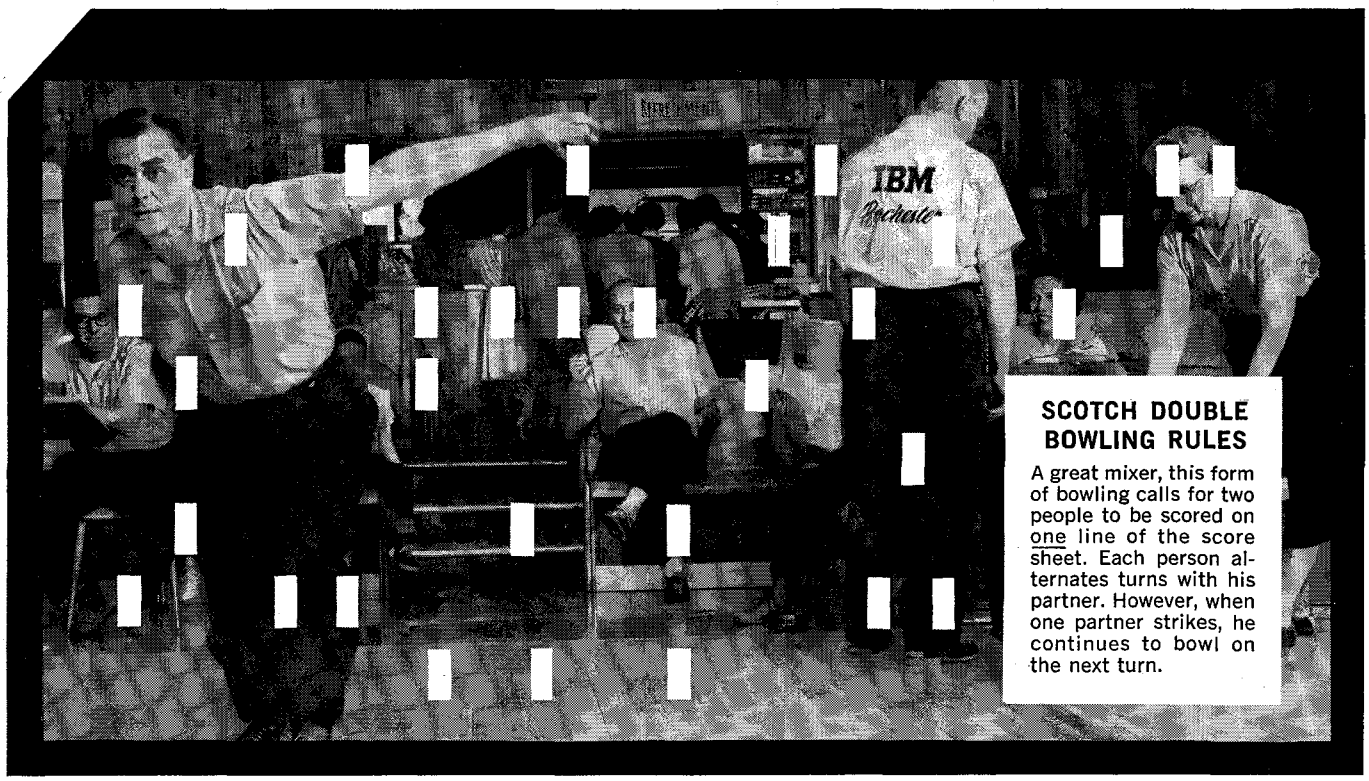
Match or mix these husky holders of horizontal ladders; stand a manly 9-feet-high. Kiddies develop strong muscles and tremendous appetites from climbing and hand-over-hand swinging. Cowboys and Coolies are so much more enjoyable than unimaginative steel pipes.

M·F

THE MEXICO FORGE, INC.

Mexico 5, Pennsylvania

BOWLING WORKS FOR INDUSTRY AND BUSINESS —One of a series of personal accounts by recreation directors on bowling and how it helps build better employee and public relations along with higher morale.



SCOTCH DOUBLE BOWLING RULES

A great mixer, this form of bowling calls for two people to be scored on one line of the score sheet. Each person alternates turns with his partner. However, when one partner strikes, he continues to bowl on the next turn.

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Mixed Scotch Double Bowling events bring employees and their wives together for memorably good times in an informally cheerful setting.

We started these special events at IBM Rochester about three years ago. It wasn't long before we realized we had discovered an effective program to stimulate family participation (the kids are enthusiastic rooters at these events).

Bowling skill doesn't matter—but the fun does! Each couple bowls on the same score, alternating turns, with hams or turkeys as prizes.

In today's modern bowling center, the healthy atmosphere of fun is an ideal background for enjoying the companionship of fellow workers. These special events are held at no cost to the company and participation figures for regular league bowling show that it is by far the most popular activity. Requires very little administration time, too!

For all around value, I'm grateful for bowling.

Bill Hudson

C. W. Hudson
Project Manager, Personnel Services
International Business Machines Corp.
Rochester, Minnesota

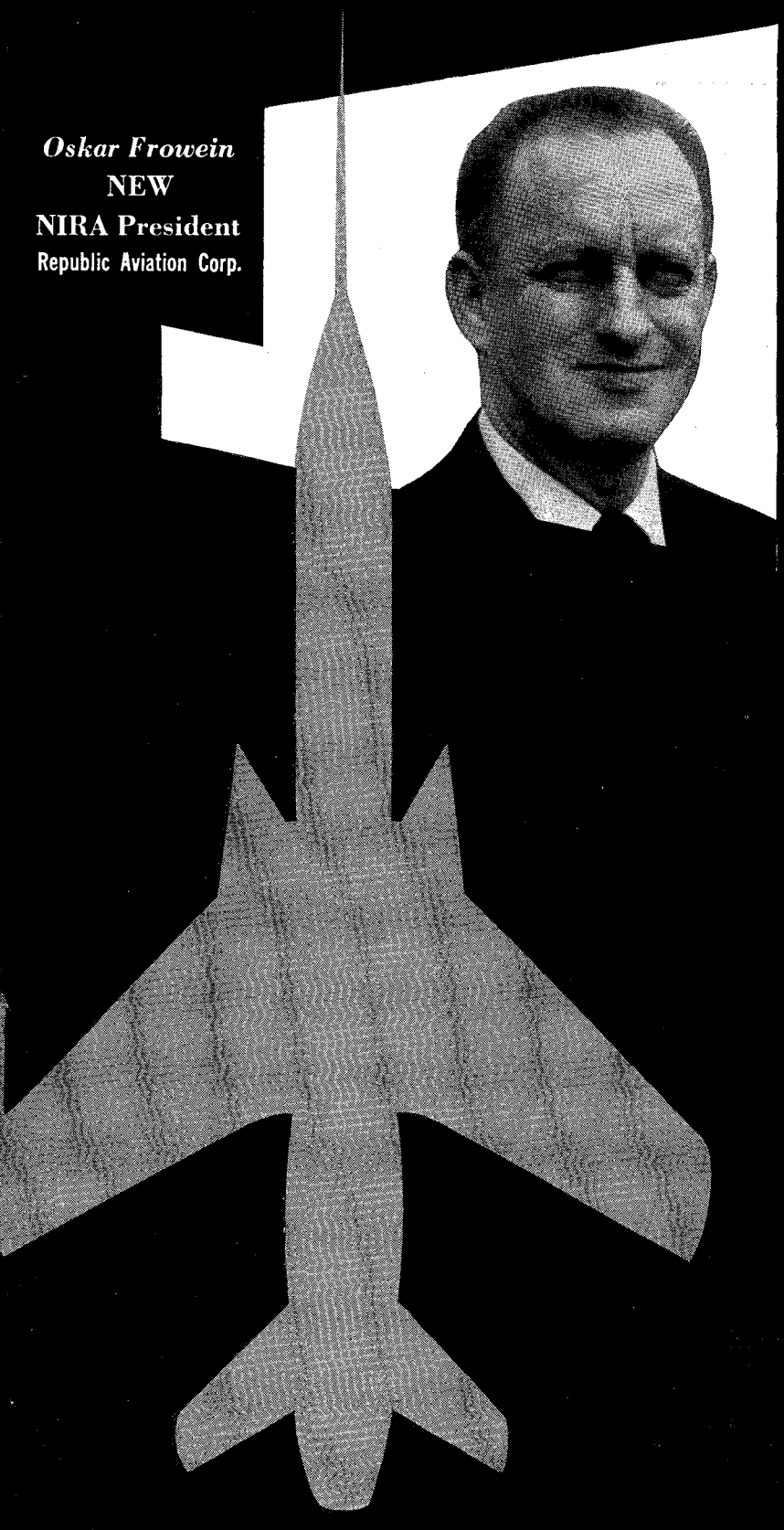
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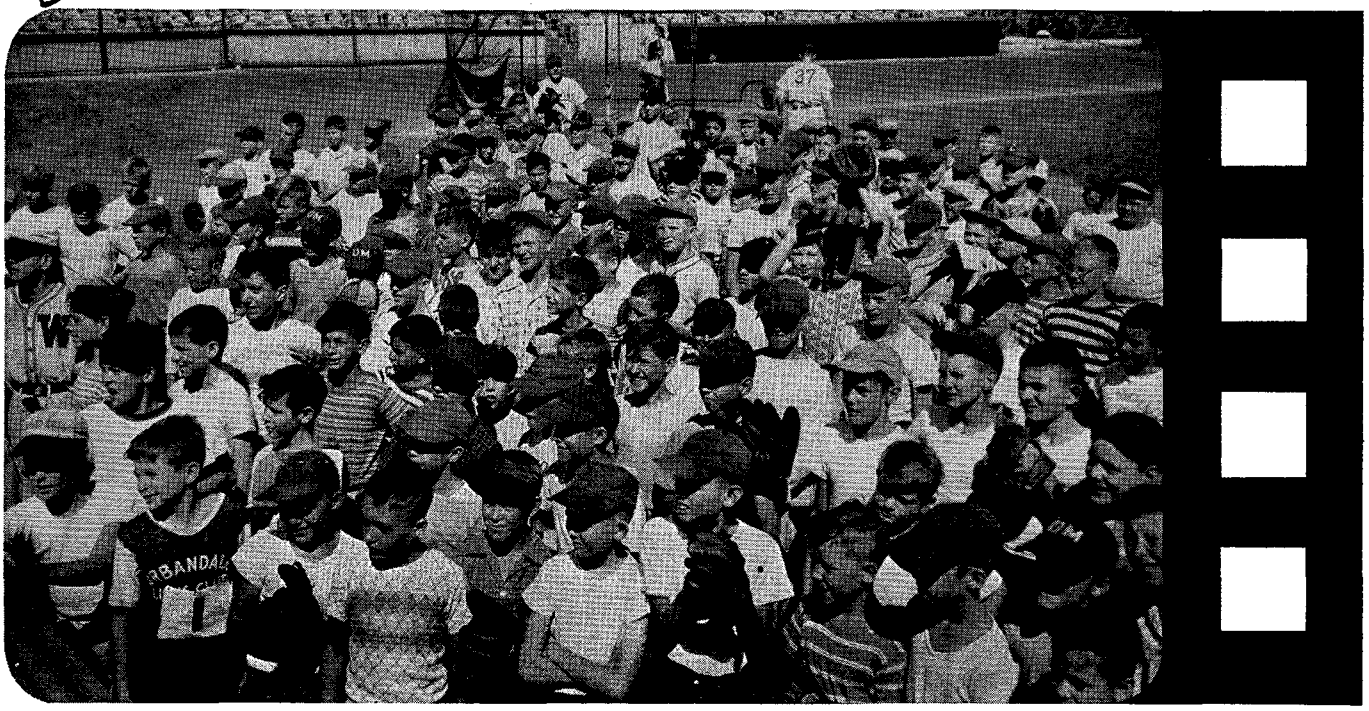
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CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

Shows the tremendous need for recreation today and the rapidly increasing demand for trained recreators. Takes you out in the field to show what a young recreator's life is like—his duties, responsibilities, activities.

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Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how service clubs and other community groups can help.

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This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

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Here's a fast-moving color film that will help you show your community the advantages of a recreation program. Illustrates the need for community recreation and shows how to organize a successful program.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

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Illustrates the benefits of a total program of physical education in our elementary and secondary schools. Designed to encourage school administrators, parents, and civic groups to either initiate or expand their local programs.

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Dear Sir:

How does it look now?

This is your last complimentary copy of RECREATION MANAGEMENT.

By now you are familiar with its style and content. You have an idea of what other industries are doing in employee recreation and the dividends that have been received.

You have a better idea of what activities would benefit your program most, and we hope we have given you a better idea of how to conduct these activities.

But recreation is constantly on the go. New methods, changing tastes, better administrative practices, advanced research, all affect its administration.

We hope you will let us help you with your program so that it satisfies the leisure-time needs of your employees. Make sure you don't miss an issue of RECREATION MANAGEMENT. Fill out the business reply card today; we will bill your firm later.

Sincerely,

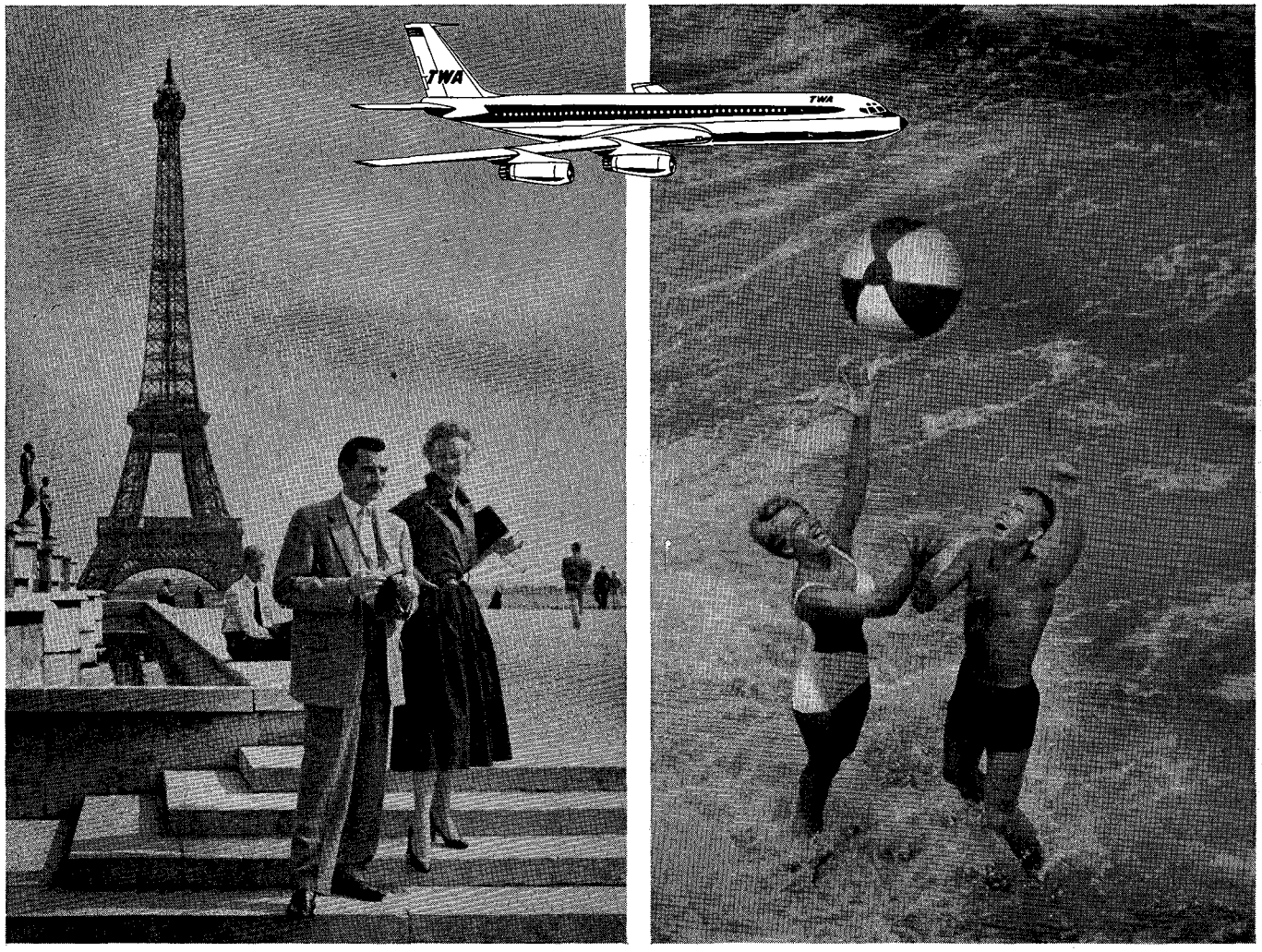
Hoyt A. Mathews

Hoyt A. Mathews
Editor

HAM/dm

Why cram vacations into crowded summer months?

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A FEDERAL RECREATION SERVICE ?

In 1946, and in each following Congressional session, a bill to establish a Federal Recreation Service has been introduced. None have been passed.

In view of the nation's abundance of leisure time and its obvious need for some form of coordination and planning of recreation services and resources, many professional recreators find it impossible to believe that a basic national service for recreation has not yet been established.

In view of the heavy tax burden already carried by U. S. citizens and the unnatural prospect of "government regulated recreation," many others find it impossible to believe that such an idea as a tax-supported Federal Recreation Service has actually been presented to Congress.

As a recreation director in private industry, how do you stand on this question? What services are needed? Should they be provided by government?

Inevitably, a member of your company's top management will ask you these same questions.

Here are two conflicting views on a proposed Federal Bureau for Recreation. Management will inevitably ask your opinion; R/M would like to know too

One opinion . . .

Excerpts from the message delivered by Senator Richard Neuberger when introducing the bill (S-2491) for a Federal Recreation Service

More spare time has created a problem, one which grows in size as our population and leisure hours increase. The greater number of space hours has resulted in greater demand for organized and planned recreation.

Organizations establishing recreation programs must face a host of details such as utilization of community resources, statutory, and legislative requirements and limitations, financing, organization procedures and employment standards. The Federal Recreation Service, which would be created by my bill, would provide a centralized agency which could offer communities and organizations ready advice on these matters. Under the terms of the bill, the Service would also be able to offer technical data for improvement of existing activities in communities which already have recreaton programs.

In addition, the Service would assist in training of personnel, one of the most important areas of recreation programming, through institutes, workshops and conferences. Studies in cooperation with other government agencies would be authorized to aid public and non-profit organizations in program planning.

The benefits derived from the establishment of such a Service would be great both to the many public and private agencies striving to improve recreation programs and to the millions of citizens with whose welfare these groups are concerned.

. . . and a reaction

***Indianapolis Star* editorial, Eugene C. Pulliam, publisher, May 6, 1960**

When Governor Harold Handley said the other day that Federal bureaucrats had substituted the image of a mother hen for the American eagle, he could easily have been thinking of a bill before Congress to create a "Federal Recreation Service."

The idea, according to the sponsors, is to provide a centralized agency which would offer "ready advice" on establishing recreation programs to muncipal, county and state governments and voluntary organizations. The matters on which advice from Washington presumably is needed include "a host of details such as utilization of community resources, statutory and legislative requirements and limitations, financing, organization procedures and employment standards."

May the saints preserve us! So now it's going to take an act of Congress to get a Little League ball game underway!

This proposal will be discussed at a meeting today of the National Professional Organizations for Recreation at Bradford Woods, near Martinsville. We hope the national leaders in this field who will be there will be as dumfounded as we at the idea. And we hope they'll say so.

There's little enough room left for individual enterprise. Let's at least keep room to play without a game leader from the Department of Health, Education and Welfare.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

JULY 1960 Volume 3, No. 7

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Publisher.....DON L. NEER
Editor.....HOYT A. MATHEWS
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JULY COVER—New NIRA President, Oskar Frowein, recreation director, Republic Aviation Corp., Farmingdale, N. Y., and Republic's Mach 2 all-weather F105D Thunderchief jet fighter-bomber. Cover design by Leo Rotelli. Conference photos by John Henderson Studios, Detroit, Mich.

IN AUGUST R/M

RECREATION FORECAST

What's ahead for industrial recreation in the '60's? R/M summarizes special papers prepared on this subject for its recent Conference and Exhibit. Forecasts cover the effects of automation, decentralization, increased standard of living, needed recreation research, and other factors in the new leisure age.

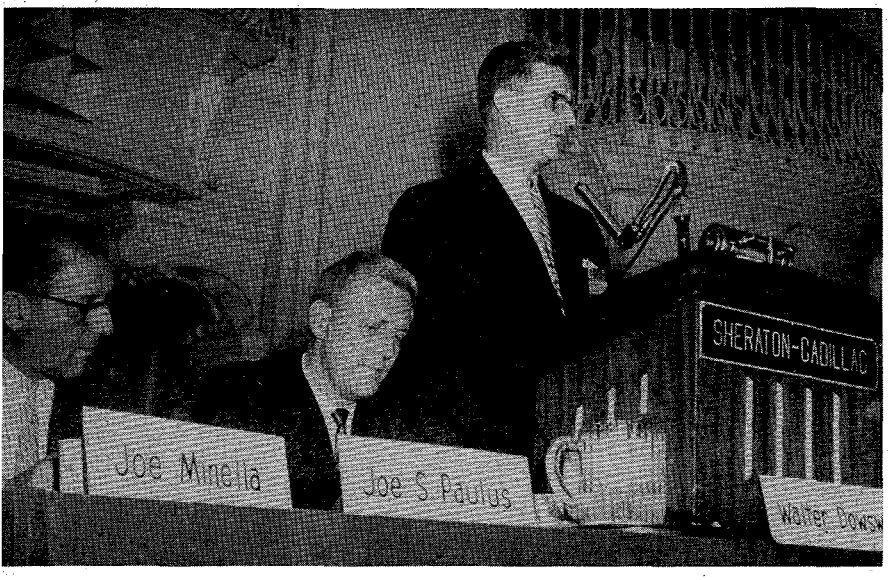
REVISED CAB REGULATIONS

Several important changes in CAB rules require a complete new look at the restrictions covering trans-Atlantic charter flights. R/M will interpret these changes as they affect employee travel groups.

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"Better Bowling for Industry" panel session stressed the urgent need for better understanding between proprietors and industrial leagues. Panel members included (l-r): Joe Minella, Eastman Kodak; Joe Paulus, BPAA; and Frank Baker, ABC.



Tour of Ford Motor Co's Rouge plant included a stop at the Rotunda where Ford's annual International Employees' Art Exhibit was on display. Earlier delegates observed the steel mill operation, stamping plant and final assembly line.

NIRA's 19th annual

CONFERENCE and EXHIBIT

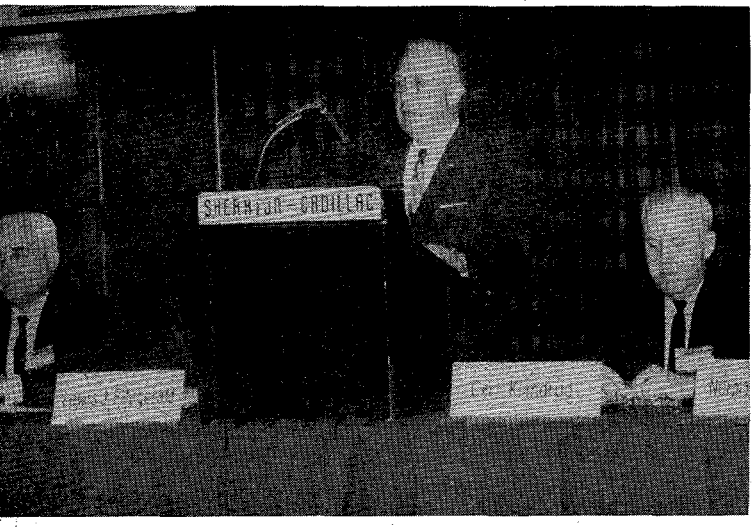
Facing the coming leisure age, NIRA delegates paved the way for extended services, improved bowling conditions, travel standards, better vending and retirement planning

Spanning widely divergent subjects from specialized details to sweeping plans for a more complete fulfillment of life, 400 industrial recreation directors met in Detroit, May 22-25, to evaluate their efforts, study new programs and plan for the challenging future promised by the impending leisure age.

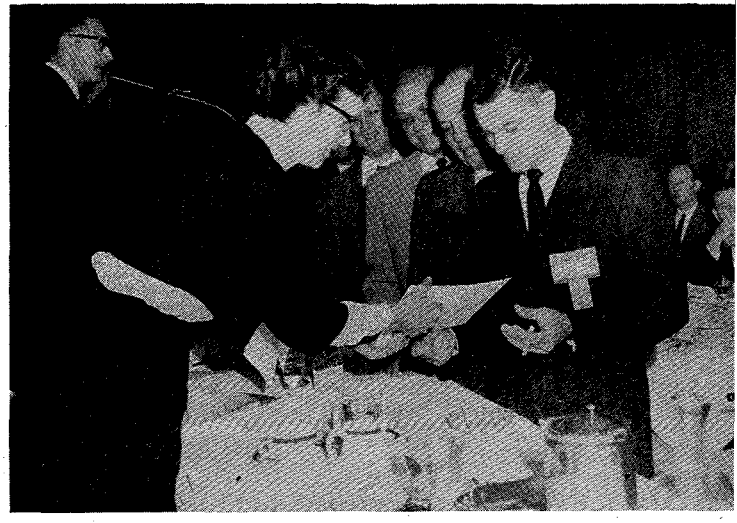
The occasion: the National Industrial Recreation Association's 19th annual Conference and Exhibit.

Taking place on the threshold of an important new decade, the Conference, both by plan and spontaneous reaction, plunged into a thorough analysis of the future in order to forecast possible changes in the role of industrial recreation.

Providing the basis for such a study,

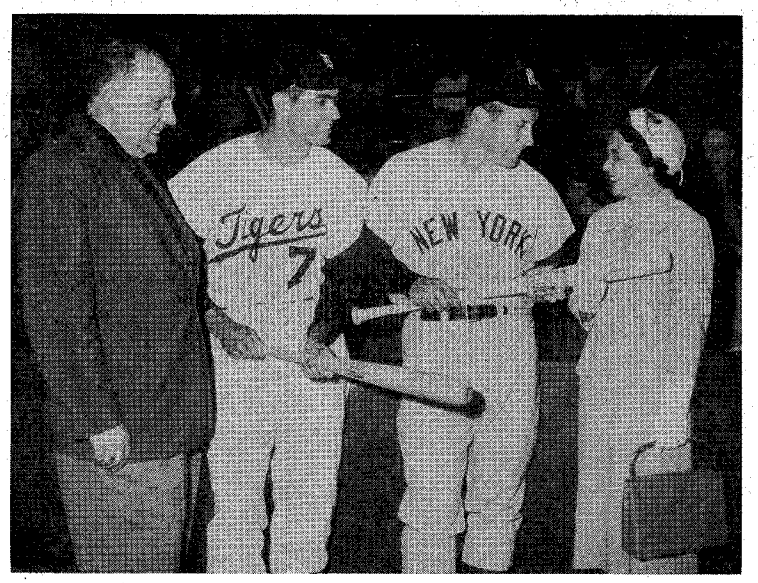


Panel session, "Recreation Responsibilities in Pre-Retirement Planning," stimulated intense interest in this important phase. Panel included (l-r): Dr. Charles W. Sellers; Earl B. Dodds, Bell Telephone Pioneers; and Carl Klandrud, Allis-Chalmers.



Booster awards and certificates were presented by NIRA Vice President and Membership Chairman Martha Daniell, Nationwide Insurance Cos., to delegates who had "sold" Association memberships during the past year.





Rocky Colavito and Mickey Mantle present prize baseball bats autographed by all Tiger and Yankee players to lucky winners Julius Nagy, Cleveland Graphite Bronze, and Evelyn Jordan, wife of R. H. Jordan, Bauer Brothers. The bats were provided as a special door prize by the Hillerich & Bradsby Co.



Rev. Bob Richards brought delegates to their feet with his unforgettable message on the role of sports in preparing an individual for the challenge of life.

some 180 delegates prepared special papers on anticipated business and industrial trends. Automation, the shorter work week, the need for recreation facilities and numerous other factors were interpreted in terms of their effects on the nation's leisure habits.

FORECAST FOR FUTURE

From these special "Recreation Forecast" sessions emerged clear, penetrating thinking that should prove an invaluable preparation for the dynamic days ahead.

A synopsis of the findings to be published in the August issue of R/M will show that industry's recreation leaders are far from being over-awed by some of the spectacular predictions of what the "leisure age" will bring.

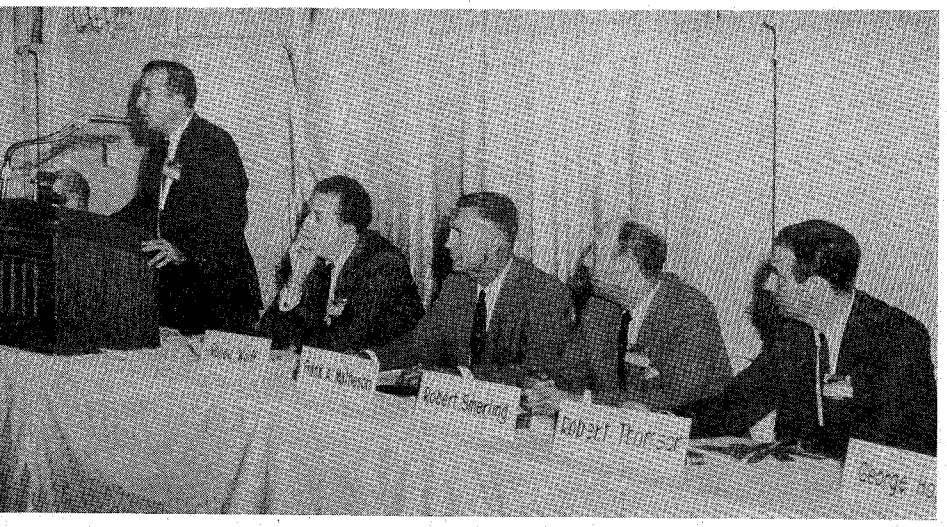
Granting that the '60's will set recreation records, many observed for instance, that the shorter work week could lead to more "moonlighting," not necessarily more leisure; that to live up to the advance billing, leisure activities in the '60's must become less expensive for the average family.

The same down-to-earth attitude toward the future and its role for recreation prevaded other seminar sessions. The urgent need for greater cooperation between industry and community to insure maximum utilization of recreation facilities was stressed in the session on city industrial recreation councils.

continued on next page



Oskar Frowein (above), new NIRA president from Republic Aviation Corp., succeeded John Leslie (r) of 3M. **Dr. R. C. S. Young** (below) gave a remarkable address rated by many as the hit of the conference.



Automatic merchandising experts representing leading vending machine manufacturers and operators provided a wealth of useful information during the panel session, "How to Evaluate Your Vending Program." A total of 14 panel sessions dealing with specialized industrial recreation problems were conducted during the Conference.





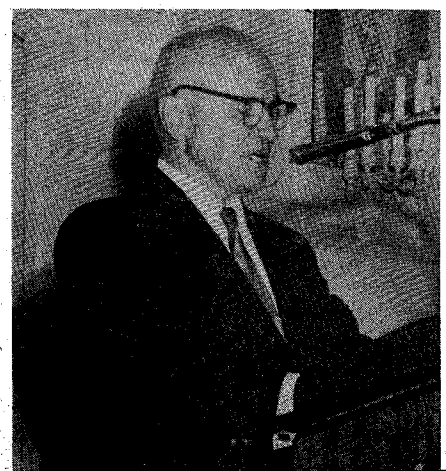
W. H. (Bid) Edmund, Goodyear Tire & Rubber Co. and NIRA past president, stressed the value and functions of NIRA.

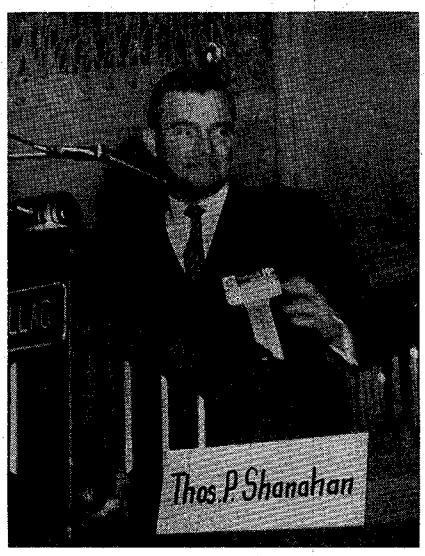


Kenneth D. Cassidy (above), vice president, Ford Motor Co., and **Duffy Daugherty,** (below) head football coach, Michigan State U., inspired delegates with their views on industrial recreation.



Col. Ted Bank (below), president of the Athletic Institute, represented the judges during the presentation of the 1959 Helms Industrial Recreation Awards.





Conference chairman, Tom Shanahan, Ford Motor Co., earned unbounded admiration for a job extremely well done.



One of the many entertainment highlights was the performance by the Chevrolet Glee Club during the Welcome Reception.

continued from preceeding page

Retirement preparation was highlighted as an area where industrial recreation can perhaps make its most significant contribution. In the words of panel member, Dr. Charles Sellers, a geriatrics specialist, "Complete retirement leads to inactivity. Inactivity leads to atrophy. Atrophy leads to the loss of mental acuity and physical agility. Recreation could postpone or possibly reverse these processes."

The final draft of the Travel Service checklist was adopted and explained in detail by members of the NIRA Travel Council. The Checklist substantially aids recreation directors in negotiating employee tour arrangements with carriers and tour operators. It covers all essential tour planning areas as well as little known, but vital technical points. The Checklist will be mailed to all NIRA members.

As was predicted, the session "Better Bowling for Industry" erupted into a heated debate with representatives of the national bowling associations and leading manufacturers over rates, league contracts and services. Singled out as the target for most of the complaints and criticisms, Joe Paulus, president of the Bowling Proprietors Assn. of America, gave a highly creditable performance in answering some embittered and antagonistic questions. But, try as he might, he failed to convince delegates that the proprietors were economically unable to reduce rates or cut the length of the season.

BETTER BOWLING UNDERSTANDING

Paulus hoped that representatives of NIRA and the BPAA could work toward closing the wide gulf of misunderstanding that separates the two groups.

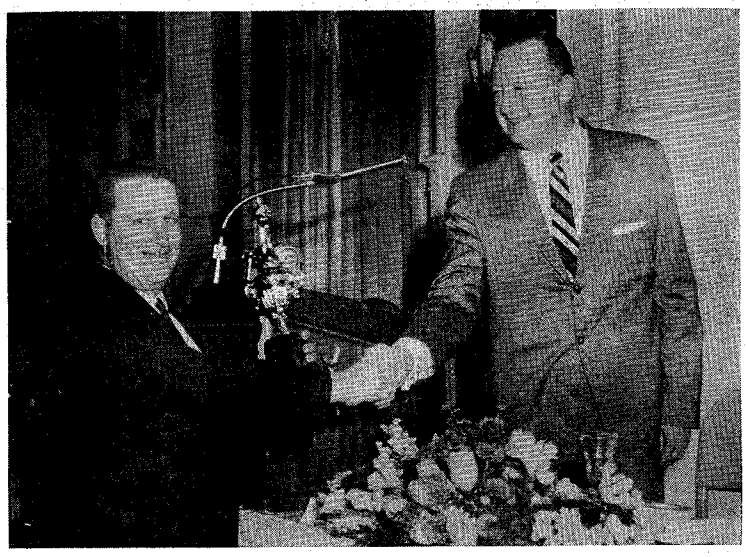


Harry Stuhldreher, U. S. Steel, paid tribute to the late Bill Prichard, NIRA founder and past president.



Regional caucuses for all eight NIRA Regions were held prior to the annual election and business meeting. Here, delegates





National pistol champion of the 1960 NRA-NIRA Postal Shooting Matches, Alexander Smith, Ford Motor Co., received his first place trophy from Franklin L. Orth, executive vice president of the National Rifle Assn. See page 13 for complete details.

Especially noteworthy was the size and intensity of participation in two sessions devoted exclusively to small company programs.

To help the increasing number of small companies seeking assistance in setting up year-round recreation programs, NIRA members approved a resolution establishing a new small company membership classification (1 to 500 employees, $20. annual dues).

With their work cut out for them, Conference delegates were given the inspiration to get the job done by a series of excellent speeches that will live long in their memories. Particularly outstanding were the addresses given by Rev. Bob Richards and Dr. R. C. S. Young.

Bid Edmund, NIRA past president from Goodyear Tire & Rubber Co.; Duffy Daugherty, MSU football coach; Kenneth Cassidy, Ford vice president; and Franklin L. Orth, NRA executive vice president, all earned well-deserved praise for their presentations.

FROSTING ON THE CAKE

Despite the overall excellence of the program, the frosting on the cake was unquestionably the highly interesting and entertaining tour of the Ford Rouge plant and Rotunda and other special activities such as the General Motors luncheon, the Welcome Reception and, as a fitting climax, the Inaugural Banquet and Floor Show at the Elmwood Casino in Windsor, Canada.

Delegates rated the conference as the most successful in NIRA history and lavishly praised Conference Chairman Tom Shanahan of Ford Motor Co., and his committee from the Industrial Recreation Assn. of Detroit for a masterpiece of organization and planning.



from Region III—Midwest, discuss proposed resolutions and pick their candidates for the NIRA Board of Directors.



Harvey Sterkel, Stephens-Adamson Mfg. Co., was on hand to accept his award as Industrial Sportsman of the Year.

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HELMS



Class C

5,001 to 10,000 employees

WEST POINT MFG. CO.
Robert A. Turner

Winner of the 1960 Helms Athletic Foundation Industrial Recreation Award, the West Point Manufacturing Co., West Point, Ga., exemplifies the community approach to industrial recreation programming. The company's Department of Community Recreation, headed by Bob Turner, provides the recreation facilities and personnel for West Point and five neighboring communities just across the state line in Alabama where West Point plants are located.

Directed as it is to all persons living in the West Point community, the program includes all the basic sports, club and cultural activities plus a long list of others including baton twirling, teen centers, soccer, senior citizens, assistance in the elementary school physical education program and administration of physical fitness tests.

Still, the program was substantially expanded in 1959. Additions included: weekly half-hour radio program called "Keeping in Touch", Red Cross instruction, retirement counselling, horse show, ceramics classes, Little League baseball, stamp club, safety exhibit and patrol.

For an idea of recreation facilities, West Point owns and operates three swimming pools, nine playgrounds, a 9-hole golf course, four recreation centers and many others sufficient to handle its wide range of activities.

The program is administered by a full-time staff of 16 with 14 part-time leaders and 2,300 active volunteers.

The recreation budget is approved by the company for yearly operations. Expenditures include salaries and wages, supplies, apparatus, repairs, officiating and coaching, transportation and special groups. Last year, per employee cost was approximately $15. In addition, participants share the cost in many special activities and projects.

West Point has been an active NIRA member since 1942, and its recreation coordinator, Bob Turner, had served the Association three times as a vice president before his election to the NIRA Board of Directors this year.



Class A

less than 1,000 employees

DISTILLATION PRODUCTS IND.
Mary J. Best

Distillation Products Industries, Rochester, N. Y., and its Recreation Director Mary J. Best, winners of the Helms Class A competition, completely disprove the notion that small companies cannot compare with corporate giants in providing complete, year-round employee programs. D.P.I.'s 350 employees can choose from 25 different athletic, social and cultural activities and benefit from special services including a lending library, vacation and travel service and literature, income tax forms, ticket and license service and reference materials.

Family participation is emphasized with eight special activities including mixed golf and bowling, doll dressing, toy collecting and, this year, junior bowling.

Administered through the joint employee-company sponsored Vita Vac Club, the program is financed through voluntary $1. annual membership dues and matching company contributions. Funds are allocated to the various activities on the basis of interest and participation.

Recreation Director Best, who serves as Vita Vac's permanent executive secretary, is assisted by two full-time staff members. D.P.I. has been a NIRA member since 1949.



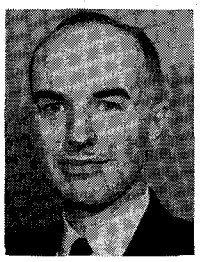
WEST POINT'S community directed recreation program is typified by this shot of a youngsters' bingo game in one of West Point's four community recreation centers.



VITA VAC enthusiasm, the key to any successful employee program, is symbolized by these spirited D.P.I. bowlers. The company's 350 employees enjoy a full schedule of activities.

AWARDS

West Point Mfg. Co. receives 1960 Helms Award for industry's most outstanding recreation program. D.P.I., Hamm's and Lockheed honored as the best in their respective NIRA company-size classifications



Class B

1,001 to 5,000 employees

THEO. HAMM BREWING CO.
Warren Wallgren

In the three short years since its establishment in December 1956, Hamm's Skylanders Club, Inc., St. Paul, Minn., has developed a program which now ranks as the most outstanding in NIRA company size Classification B. With its activities coordinated by company recreation supervisor Warren Wallgren, the Skylanders is a voluntary membership organization governed by employees. Annual membership dues of $3. plus a $1. new member initiation fee are matched by the company. Average membership for three years has been 995 of the 1,400—1,500 Hamm's employees.

The Skylanders widely diversified activities program has grown to include 14 categories with 30 separate events from six categories and nine separate events in 1957. Some of the more noteworthy activities include a two-month ice-fishing contest, annual wives tour of the plant, ski club and a proposed youth firearm safety program. Almost all events and activities are open for family participation.

Wallgren was a co-organizer and first chairman of the Greater Twin Cities IRC, developed the NIRA State Chairman Guide and was elected to the NIRA Board this year.



Class D

more than 10,000 employees

LOCKHEED AIRCRAFT CORP.
Frank Davis

Dream up any imaginable type of recreation activity and Frank Davis, manager of the Lockheed Employees' Recreation Club, Lockheed Aircraft Corp., Burbank, Calif., will tell you that it's an organized activity sponsored by "LERC." He'll be right.

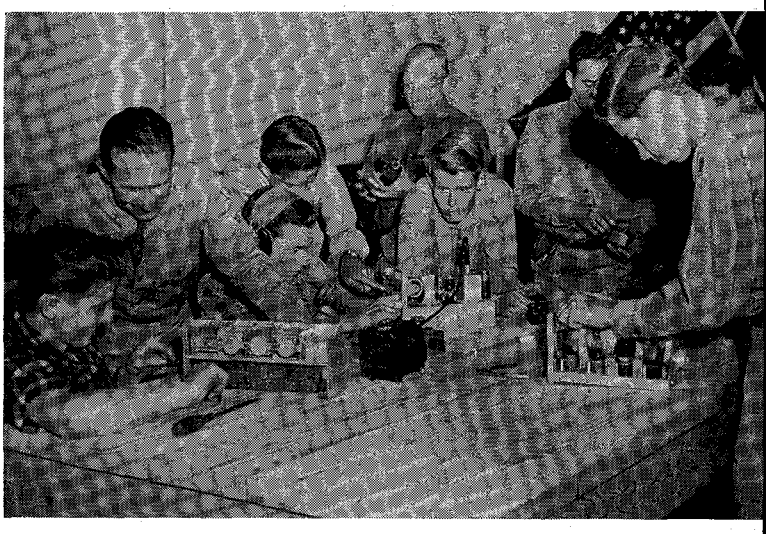
Winner of the 1959 Helms Award and this year's big company champ, LERC fulfills employee interests in 35 hobby and craft areas. These include: mining and prospecting, pipe collecting, stone carving, flying, Bible study, and a Four-Wheel Drive Club, not to mention "typical" activities such as amateur radio, junior rifle, Science Club, Travel Trailer Club, model railroading and skin diving.

All of these activities, of course, are in addition to complete programs in sports, music and social events. During the past year, participation in all these activities was maintained or increased despite a decrease of 4,000 employees to a total plant population of 38,000.

LERC, NIRA members since 1942, is completly financed by vending income and rental of LERC-owned property. Members pay no dues. Davis is serving his third term as NIRA treasurer.



SKYLANDERS Old Timers Club makes Chenille Christmas trees for a special Holiday project. Only three years old, the Skylanders Club has established a remarkable record.



LERC Boy Scout Troop radio training class is one of the many activities of the 16 scouting organizations sponsored for boys and girls by the Lockheed recreation club.

1960 NIRA OFFICERS

Oskar Frowein succeeds John Leslie as NIRA's 16th president. Elect eight regional directors, reappoint Davis and Starr

As the last item of business at its 19th annual Conference and Exhibit, NIRA delegates elected Oskar Frowein as the Association's 16th president and selected eight members to the Board of Directors.

Recreation director for Republic Aviation Corp. and all its branch plants since 1944, Frowein brings a solid background of recreation experience to NIRA's top office.

First elected to the NIRA Board of Directors in 1958, Frowein had previously served as chairman of the 1956 NIRA Conference. He has been especially active in helping develop the NIRA Travel Council program and, as a vice president, headed up Association publications and public relations.

The U. of Michigan graduate is a charter organizer and past president of both the Long Island Industrial Recreation Assn. and the Industrial Recreation Directors Assn. of N. Y.

Frowein's program at Republic provides some 30 different activities in which 11,000 employees participated actively during the last year.

Assisting Frowein are four vice presidents, elected from the Board of Directors, with the following portfolios: Walter Dowswell, Motorola (Meetings and Elections); A. Murray Dick, DOFASCO (Publications and Public Relations); Earl Schrieber, Timken Roller Bearing (Competitions and Awards); and Newton E. West, Helms Bakeries (Membership and Services).

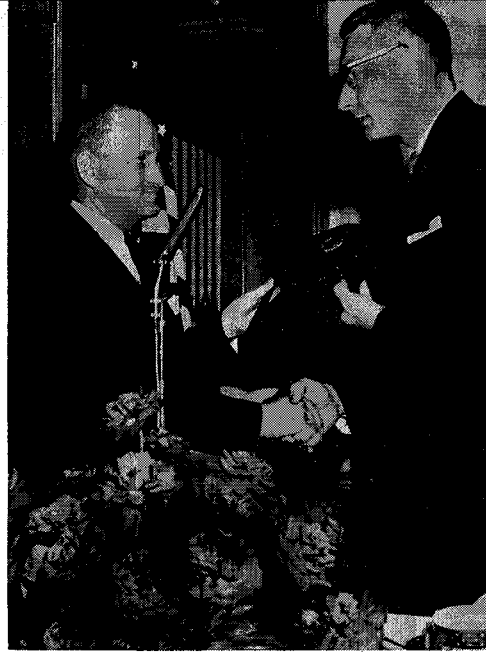
In addition to the eight senior diectors who are completing the last year of their two-year terms, the Association elected eight new junior directors, one from each region:

Region I: Oskar Frowein, recreation director, Republic Aviation Corp., Farmingdale, N. Y.

Region II: Daniel H. Zieverink, supervisor, employee services, General Electric Co., Cincinnati, Ohio

Region III: Charles Haggerty, recreation unit, Ford Motor Co., Dearborn Mich.

Region IV: Robert A. Turner, coordinator, Dept. of Community Recreation, West Point Mfg. Co., Ga.



OSKAR FROWEIN (l), new NIRA president, presents his predecessor John Leslie, Minnesota Mining & Mfg. Co., with a plaque honoring Leslie's outstanding contribution to NIRA. The presentation took place during the Association's Inauguaral Banquet.

Region V: Warren Wallgren, recreation supervisor, Theo. Hamm Brewing Co., St. Paul, Minn.

Region VI: Bert Granville, recreation supervisor, McDonnell Aircraft Corp., St. Louis, Mo.

Region VII: Kenneth Kellough, director, Recreation and Welfare Administration, North American Aviation, Inc., Los Angeles, Calif.

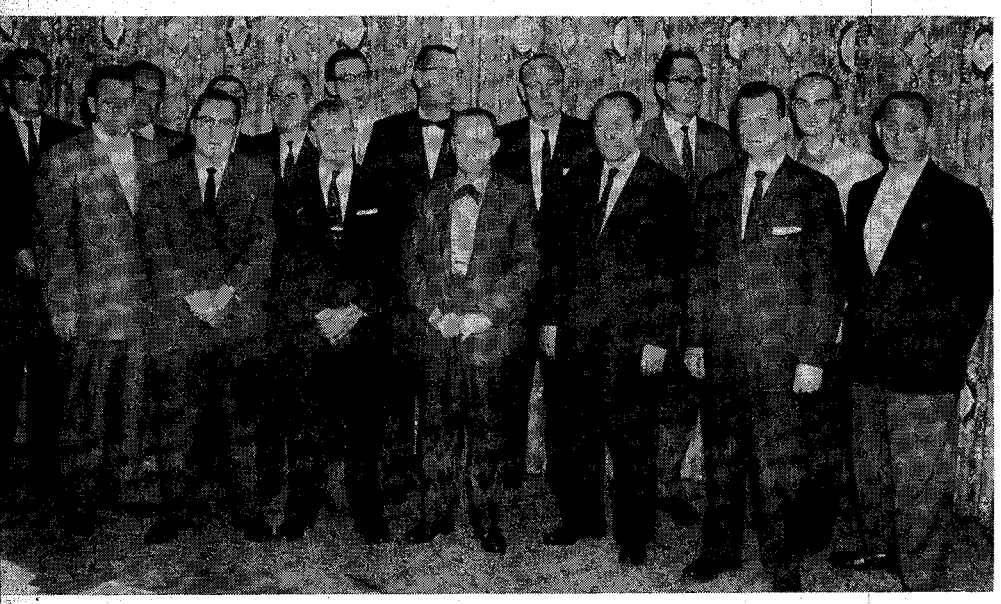
Region VIII: A. Murray Dick, recreation director, Dominion Foundries & Steel Ltd., Hamilton, Ont., Canada

For the Association's two remaining executive posts, President Frowein reappointed Frank Davis as treasurer and Gordon Starr, research director.

Davis, manager of the Lockheed Employees Recreation Club, Burbank, Calif., will head up the Association's fiscal affairs for the third consecutive year. Previously, he had served NIRA as a vice president and a director. His recreation honors include winning the 1959 Helms Award and the 1960 Class D Industrial Recreation Award.

Embarking on his second year as Director of Recreation and Education, Starr will further develop his expanded program to provide thorough, up-to-date information on all phases of industrial recreation.

Assistant Professor of Recreation at the U. of Minnesota, Starr is also the director of Minnesota's student union, widely known throughout the nation for its outstanding recreation program.



BOARD OF DIRECTORS: (back row, l-r) Jim Bernard, Temco; Bob Turner, West Point; Summers Jarrett, Chemstrand; Charles Haggerty, Ford; John Leslie, 3M; Newt West, Helms; Murray Dick, DOFASCO; Dan Zieverink, GE; and Warren Wallgren, Hamm's. (Front row, l-r): John Peters, Western Machine; Frank Davis, Lockheed; Walter Dowswell, Motorola; Oskar Frowein, Republic; Earl Schreiber, Timken; Gordon Starr, U. of Minn.; and Jim Charrington, Polymer. Absent: Bert Granville, McDonnell; Ken Kellough, North American; Joe Minella, Eastman Kodak.



GOODYEAR'S Chuck Bloedorn (l), recreation director accepts the 1960 national rifle championship trophy from Franklin L. Orth, NRA executive vice president.



WINCHESTER'S national industrial pistol team champions: (l-r) Albert Oertel, Nicholas Kusmit, William B. Woodring and Jack MacNeil, established a new team record.

SHOOTING CHAMPS

Goodyear repeats rifle championship, Winchester wins pistol team title in 2nd annual NIRA-NRA postal shooting matches

Successfully defending last year's team and individual championships, Goodyear Tire & Rubber's Zeppelin rifle team and its top marksman Joe Broderick won both ends of the 1960 postal rifle matches co-sponsored by NIRA and the National Rifle Assn.

In the pistol matches, the Winchester Gun Club of Olin Mathieson Chemical Co. fired a record 707 of a possible 800 points to turn back Douglas Aircraft Long Beach Pistol Club, last year's champion.

Alexander M. Smith, Ford Motor Co., Dearborn, Mich., captured the individual pistol title, hitting 186 of 200.

In all, a total of 717 employees participated in the team and individual events, almost double the turnout for last year's tournament, the first attempt at conducting a nationwide industrial postal shooting contest.

In addition to the .22 rimfire rifle and pistol events, competition was also open on a trial basis for CO_2 gas operated guns. The disappointing turnout, however, should not detract from the championship honors won by North American Aviation's CO_2 pistol team and individual winner Robert Hoth of Hotpoint.

Based on number of entries, 199 team and individual awards were presented to national and regional winners.

The postal matches are sponsored by NIRA to help recreation directors stimulate employee interest in their company recreation programs. The NIRA matches provide industrial gun clubs with another big date on their activities calendar and give company sportsmen the opportunity to compete for national honors at a minimum expense and without time lost from the job. Entry fees are a nominal $1. ($4. per four-man team) to cover prizes and promotion.

1960 NIRA-NRA POSTAL SHOOTING MATCHES

Postal Pistol Match Results

INDIVIDUAL CHAMPIONS

National Winners	Score
Alexander M. Smith, Ford Motor Co., Dearborn, Mich.	186
A. Lord, Dominion Foundries & Steel, Hamilton, Ont.	184
Mark Minckler, Delco Appliance Div. GMC, Rochester, N. Y.	181
Donald Peterson, North American Aviation, Los Angeles, Calif.	180
Robert J. Hinman, Ansco, Binghampton, N. Y.	180
James D. Rose, North American Aviation, Columbus, O.	179
Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	179
Robert Gardner, Delco Appliance Div. GMC, Rochester, N. Y.	179
George R. Rice, Guide Lamp Div. GMC, Anderson, Ind.	178
Norman Goelzer, Ford Motor Co., Dearborn, Mich.	178
Donald C. Ruthruff, Hyster Co., Portland, Ore.	178
Robert C. York, North American Aviation, Columbus, O.	177
W. L. Patrick, Convair, Div. Gen Dynamics, Fort Worth, Tex.	177
Albert G. Oertel, Olin Mathieson Chem. Co., New Haven, Conn.	176
Jack MacNeil, Olin Mathieson Chem. Co., New Haven, Conn.	175
Regional Winners	
1. James E. Bates, Ansco, Binghampton, N. Y.	175

Pistol Champs, continued on next page

Postal Rifle Match Results

INDIVIDUAL CHAMPIONS

National Winners	Score
Joseph J. Broderick, Goodyear Tire & Rubber Co., Akron, O.	195
T. Y. Wu, Ford Motor Company, Dearborn, Mich.	194
Robert Hixenbaugh, Goodyear Tire & Rubber Co., Akron, O.	194
Duane TeSelle, Ford Motor Company, Dearborn, Mich.	193
Lewis Ganger, Delco Remy Div. GMC, Anderson, Ind.	192
Ervin Brehm, Ford Motor Company, Dearborn, Mich.	192
Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	191
William Schmidt, Ford Motor Company, Dearborn, Mich.	191
J. M. Wilson, Guide Lamp Div. GMC, Anderson, Ind.	191
Paul Hellems, Delco Remy Div. GMC, Anderson, Ind.	191
Regional Winners	
1. Stanley Bock, Arma Hunt. & Fish. Club, Rochester, N. Y.	171
2. William E. Summers, Goodyear Tire & Rubber Co., Akron, O.	188
Ralph J. Shreve, Goodyear Tire & Rubber Co., Akron, O.	188
Lloyd D. Coy, Goodyear Tire & Rubber Co., Akron, O.	188
3. William Kelley, Ford Motor Company, Dearborn, Mich.	187
Forrest W. Hull, Guide Lamp Div. GMC, Anderson, Ind.	187

Rifle Champs, continued on next page

Pistol Champs, continued

Nick Kusmit, Olin Mathieson Chem. Co., New Haven, Conn.	174
Bernard Schoen, Delco Appliance Div. GMC, Rochester, N. Y.	173
M. E. Leslie, Ansco, Binghampton, N. Y.	171
2. Gordon Lee, Firestone Tire & Rubber Co., Akron, O.	174
James A. Lawson, Goodyear Tire & Rubber Co., Akron, O.	173
Cletus Wade, Firestone Tire & Rubber Co., Akron, O.	170
3. L. J. Taylor, Ford Motor Co., Dearborn, Mich.	173
John G. Kozak, U. S. Steel Corp., Gary, Ind.	173
Wallace E. Hill, Delco Remy Div. GMC, Anderson, Ind.	172
Phillip J. Vale, Guide Lamp Div. GMC, Anderson, Ind.	171
4. Theodore C. Harris, Jr., Lockheed Aircraft, Atlanta, Ga.	174
Arthur M. Goris, Lockheed Aircraft Corp., Atlanta, Ga.	169
5. William B. Manning, Minneapolis Gas Co., Minneapolis, Minn.	171
Robert A. Utter, Boeing Airplane Co., Seattle, Wash.	165
Stanley Dziewiontkoski, Hyster Co., Portland, Ore.	161
6. Donald L. Fowler, Convair, Div. Gen. Dyn., Fort Worth, Tex.	171
Wallace E. Widtman, Temco Aircraft Corp., Dallas, Tex.	169
John C. Breland, Kaiser Alum. & Chem. Corp., Chalmette, La.	165
7. Glenn Bennett, Douglas Aircraft Inc., Lawndale, Calif.	175
Jack N. Tinicum, Douglas Aircraft, Inc., Long Beach, Calif.	175
Donald Nygard, Aerojet-General, Sacramento, Calif.	175

TEAM CHAMPIONS

National Winners	Score
Winchester Gun Club, Olin Mathieson Chem. Co., New Haven, Conn.	707
Douglas Aircraft Long Beach Pistol Club, Douglas Aircraft, Inc., Long Beach, Calif.	699
Ford Gun Club, Ford Motor Co., Dearborn, Mich.	698
Pistol Club, Firestone Tire & Rubber Co., Akron, O.	688

Regional Winners

1. Kodak Park Pistol Club, Eastman Kodak Co., Rochester, N. Y.	688
Ansco Pistol Club #1, Ansco, Binghampton, N. Y.	686
2. Zeppelin Gun Club #1, Goodyear Tire & Rubber Co., Akron, O.	684
Bullshooters Pistol Club, North American Aviation, Columbus, O.	684
3. Ford Gun Club #2, Ford Motor Co., Dearborn, Mich.	661
Delco Remy Div. GMC Rifle & Pistol Club, Anderson, Ind.	655
4. Ga. Lockheed Gun Club, Lockheed Aircraft, Smyrna, Ga.	624
5. Boeing Employees' Rifle & Pistol Club, Boeing Airplane Co., Seattle, Wash.	656
6. Kaiser Field & Stream Club, Kaiser Alum. & Chem. Corp., Chalmette, La.	622
McDonnell R&P Club, McDonnell Aircraft, St. Louis, Mo.	619
7. Aerojet R&P Club, Aerojet-General Corp., Sacramento, Calif.	669
8. Dofasco Revolver Club, Domion Foundries & Steel Co., Ltd., Hamilton, Ontario, Canada	658

Rifle Champs, continued

Monrad H. Thorson, Ford Motor Company, Dearborn, Mich.	187
Charles Casper, Ford Motor Company, Dearborn, Mich.	186
4. H. K. Smith, Lockheed Aircraft Corp., Smyrna, Ga.	186
Robert W. Fish, Kodak Processing Laboratory, Chamblee, Ga.	168
5. Joseph D. Luarca, Hyster Co., Portland, Ore.	187
William B. Manning, Minneapolis Gas Co., Minneapolis, Minn.	185
Donald C. Ruthruff, Hyster Co., Portland, Ore.	185
6. Tommy G. Moore, Temco Aircraft Corp., Dallas, Tex.	182
John G. Breland, Kaiser Alum. & Chem. Corp., Chalmette, La.	178
7. Anker C. Fylling, Lockheed Emp. Rec. Club, Pacoima, Calif.	187
William E. Duncan, Lockheed Aircraft Corp., Burbank, Calif.	184
R. E. White, Aerojet-General Corp., Rancho Cordova, Calif.	181
8. R. Richmond, Dominion Foundries & Steel Co., Hamilton, Ont.	187

TEAM CHAMPIONS

National Winners	Score
Zeppelin Gun Club #1, Goodyear Tire & Rubber Co., Akron, O.	764
Ford Motor Company #1, Dearborn, Mich.	755
Minnesota Mining & Mfg. Co., Engineers #1, St. Paul, Minn.	752

Regional Winners

1. Equitable Life R&P Club #2, Equitable Life Assurance Society, New York, N. Y.	699
2. Chapaco Rifle Team #1, Champion Paper & Fibre Co., Hamilton, O.	748
Zeppelin Gun Club #2, Goodyear Tire & Rubber Co., Akron, O.	723
3. Delco Remy R&P Club #1, Delco Remy Div. GMC, Anderson, Ind.	750
Ford Motor Company #2, Dearborn, Mich.	733
4. Ga. Lockheed Gun Club, Lockheed Aircraft Corp., Smyrna, Ga.	625
5. Boeing Employees' R&P Club #1, Boeing Airplane Co., Seattle, Wash.	738
Kohler Company #1, Kohler, Wis.	733
6. McDonnell R&P Club #2, McDonnell Aircraft, St. Louis, Mo.	674
McDonnell R&P Club #1, McDonnell Aircraft, St. Louis, Mo.	653
7. Aerojet-General Corp., Azusa, Calif.	734
8. Dofasco Rifle Club, Dominion Foundries & Steel Co., Ltd., Hamilton, Ontario, Canada	655

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



THE EASTMAN KODAK APPARATUS AND OPTICAL DIVISION

Pistol Club
Rochester, New York

Sponsored by EASTMAN KODAK CO.

The Apparatus and Optical Division Pistol Club is one of three NRA-affiliated clubs sponsored by Eastman Kodak. It is a member of the Monroe County Pistol League, a 12-team organization in Rochester, N. Y. League activity includes .22, .38 and .45 caliber competition.

In addition to league shooting, four teams within the club hold weekly matches, from September to May, and the club enters teams in state, sectional and regional tournaments. The club program also includes contests where individual members compete with one another on a handicap or luck basis.

Most of the firing is done at the Kodak Park Works range, where the above picture was taken. This 50-foot range has seven firing points with returnable targets.

NRA is proud of its association with Eastman Kodak and salutes both the company and its employee pistol clubs.

CLUB OFFICERS

Clarence Van Duser ..... President
William Rice ..... Vice President
Francis Weinhart ..... Secretary
Roy Steiner ..... Treasurer
Robert Blaze ..... Range Officer

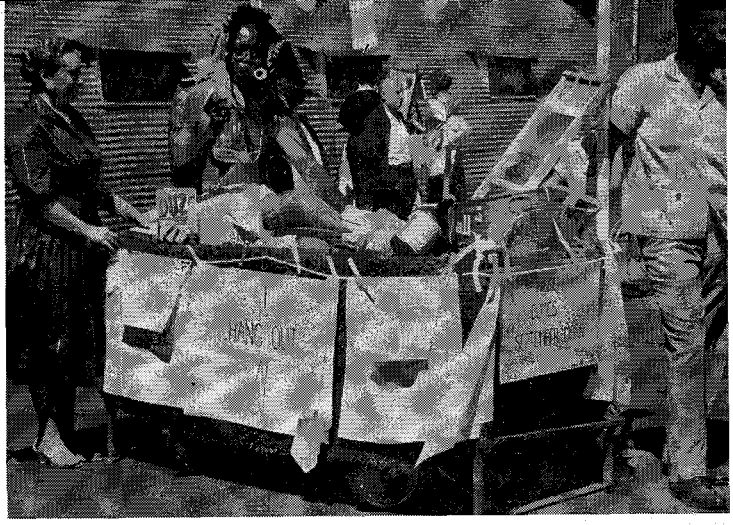
Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company can sponsor a NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

Re-creation in its truest form is practiced year-round by the Veteran's Friendship Group of New Jersey Bell Telephone Co.

Friends . . . in DEED



FLOAT, decorated by Veteran's Friendship Group, won first prize in Bronx V.A. Hospital's Labor Day parade. Approximately 60 floats entered the competition.

"I can't get over it. My own family didn't remember my birthday but a group of strangers did."

That comment, by a patient in the Bronx, N. Y., Veterans Hospital, is typical of the attitude of thousands of patients in the Bronx and East Orange, N. J., Veterans Hospitals who have been cheered and entertained during the past 10 years by the Veteran's Friendship Group.

The organization is composed of some 300 employees of the New Jersey Bell Telephone Company's Northern Division Accounting Office in Paterson, N. J.

Organized after World War II to brighten up the sometimes dull hospital routine, the group visits each of the hospitals monthly. Patients look forward to the "parties" which mean professional and amateur entertainment, birthday cakes and parties, refreshments and gifts.

Every patient's birthday is remembered with a cake and a gift. Friends and relatives of members are given "get-well" gifts and at Christmas, there are gifts and candy for all.

The efforts of the Veteran's Friendship Group have drawn high praise from hospital administrators. Bronx Hospital officials have lauded the organization for the response their efforts have drawn from mental patients. On one particular occasion the members were praised for getting a despondent patient to talk, dance and participate in games.

Such comments and the smiles on the faces of patients are all the thanks the Veteran's Friendship Group needs.

OFFICIAL RECOGNITION

Earlier this year the Veteran's Friendship Group received citations from officials at both hospitals in recognition of their volunteer services in behalf of patients.

For special occasions such as Christmas, Halloween and Easter the club prepares special decorations for hospital wards and its members dress in appropriate costumes. At Halloween there is a witch and ghost while at Christmas the group is accompanied by Santa Claus, Rudolph the Red-Nosed Reindeer, Frosty the Snowman, and two reindeer. Three girls dressed as bunnies for the Easter parties.

In the annual Labor Day parade at the Bronx Hospital, the New Jersey Bell employees prepared two floats that won top prizes. A third float received honorable mention.

The Veteran's Friendship Group is selfsupporting. Members pay 25 cents dues at monthly meetings to support the work of cheering patients. The treasury is supplemented by periodic sales—in the office—of cakes, candy and jewelry made by the veterans, individual contributions, and proceeds from jewelry sales in members' homes.

During the past year the group has provided 44 birthday cakes and gifts, 250 leather notebooks, 5 get-well gifts to relatives of group members, Christmas cards, Valentines, socks and an undetermined amount of candy, gum and food. Dancing, games and professional entertainment also is featured.

In addition to gifts to individual patients, the group donates articles to the hospital. Last Christmas a hi-fi tape recorder for musical and medical purposes was contributed to the East Orange hospital. The Bronx hospital has been given a television set, a three-sectional bookcase and a radio.

ENTERTAINMENT added to the enjoyment of the Veteran's Friendship Group's annual hot dog roast for patients of the East Orange (N. J.) Veterans Administration Hospital.



COMMITTEE members get ready to serve the chow at one of the Group's many parties for hospitalized veterans. Some 300 N. J. Bell employees participate in the Group's efforts.



CAB Liberalizes Charter Rules

Several significant rules changes announced by the Civil Aeronautics Board will liberalize restrictions on organizing trans-Atlantic charter flights.

Put into effect on June 29, some of the more important changes:

1. Up to 5% of the passengers on round-trip charter flights may be carried one way. Previously, with a very few minor exceptions, the CAB has required all round trip charter passengers to take the complete flight.

2. The immediate families of bona fide chartering groups may make the flight even if they are unaccompanied by those members. Under the old rules, a wife and children of an employee could not make the flight unless the breadwinner was also aboard.

3. The chartering organization may consist of 15,000 members located throughout the country. Previously, the charter group could consist of only 10,000 members located in a single state or only 5,000 members if they lived throughout the United States. A charter group located in a single local area may still consist of 20,000.

Because of the sweeping significance of these changes plus the previously announced allowance of free seats on charter flights, NIRA's digest of CAB charter regulations (R/M, Sept. 1959, page 14, "Define New Charter Rules") will be revised and published in the August issue of R/M.

Send Mid-West Golf Entries

One month remains for company golf teams to beat the Aug. 10 deadline for entering the 15th annual Mid-West Industrial Golf Championships.

The meet will be held Aug. 20 and 21, on two Pontiac, Mich., private clubs: the Pontiac Country Club and Morey's Golf and Country Club.

For the third year, the tournament will be run in three divisions for both teams and individuals. Based on average scores submitted on entry blanks all teams will be ranked in order from lowest to highest average. The top third will be placed in Division 1, the middle third in Division 2, etc.

Individuals will also be assigned to divisions, but any golfer may play in a lower average division if he chooses.

Any industrial company is eligible to enter the meet providing all players are bona fide employees of the company they represent. No company can enter more than two teams from any one city. The $20. entry fee per team covers trophies, merchandise awards, printing and administration. Entrants, or their companies, pay expenses for room, meals, greens fees ($3. per day) and cart or caddie fees.

A management tournament for those of executive rank who accompany their teams will be held on Saturday morning.

The official entry form below has been provided for your convenience. Upon its receipt, the tournament's executive secretary will forward information on local motels and hotels.

OFFICIAL ENTRY FORM

15th Annual Mid-West Industrial Golf Championships
Pontiac Country Club, Morey's Golf and Country Club, Pontiac, Mich.
August 20 and 21, 1960

Company Name_____ City_____ State_____

Golf Chairman_____ Phone: Office_____ Home_____

Names of Players and Individual Averages (Full names please)

1._____ 2._____

3._____ 4._____

Teams Average Score for 18 Holes_____

DEADLINE: AUGUST 10. SEND COMPLETED ENTRY FORM TO:
Ray O. Detrick, Executive Secretary
Mid-West Industrial Golf Tournament
Goodyear Tire & Rubber Co., Akron 16, Ohio



BASEBALL CLINIC for employees' children, in addition to bowling, archery and skating classes, rounds out the year's youth sports program sponsored by Convair-Pomona, Calif.

NIRA Contests Underway

Entries are open in three national contests sponsored by NIRA to augment individual company recreation programs and to give employees an opportunity to gain national recognition.

Contest rules and other details are summarized below. For complete information and entry blanks, write NIRA, 203 N. Wabash, Chicago 1, Ill.

Photography: open to any amateur photographer employed by a NIRA member company and his family. Black and white photos only, taken anytime during calendar year 1960. Entry deadline, Dec. 31. Two classifications: Open and Recreation (shots taken of some phase of contestant's company recreation program. Top prize: expense-paid week for two in Mexico City. No entry fee.

Fishing: two divisions, Postal and the National Finals at Kentucky Lake, Tenn., Oct. 8-9. Postal contest will determine national winners in eight specie classifications. Fish may be caught any time during year previous to contest deadline Sept. 1. Entry fee, $1. National Finals includes bait casting contest and eight-hour fishing contest on Kentucky Lake. Winner chosen on basis of weighted scoring system. Entry fee of $25. includes boat, guide, license, two dinners. NIRA members only.

Skeet: 50 target event for five-man teams and individuals. NIRA membership not required. To be held Saturday, Sept. 24 at Hilldale Gun Club near Palatine, Ill. Team entry fee of $50. covers shells, targets and cash prizes for teams and individuals.

Sports Sales Still Climbing

Sales of athletic goods last year jumped 10% over 1958 according to the latest report by the Athletic Goods Manufacturer's Assn. All but three of the report's nine product classifications (boxing gloves, clothing and miscellaneous items) increased in sales with golf equipment showing the biggest gain—more than 15%.

Total factory sales reached $192,600,000. with golf equipment accounting for 41% of the total volume.

Music Men

Cultural activities have not taken a back seat to sports in claiming a share of the expanding leisure market.

The sale of musical instruments topped the half-million mark dollar last year for the first time in history.

Almost 200,000 pianos were shipped last year, the best that industry has done since 1919.

Organ sales, including portable electrics, reached 850,000 last year, a gain of 135,000 units over 1958.

The American Music Conference estimates that a million newcomers swelled the ranks of amateur musicians to bring the total to 31 million. Piano players ranked tops, guitars second.

Bowler Boom

Since 1951, when the first automatic pinsetter revolutionized bowling, the number of Americans who bowl competitively each week has increased from slightly less than 2 million bowlers to the present total of 4,600,000.

Estimates by leading bowling officials place the figure of all people who bowl during the year at approximately 25 million compared to only 10 million ten years ago.

Bowling Bust?

Despite the bowler-boom, bowling proprietors are becoming increasingly concerned about what they fear is leading to a bowling bust—overbuilding.

The BPAA points out that in the past year alone, 716 establishments and 14,394 new lanes have been constructed. That makes a total of some 87,500 lanes now in existence.

A rule-of-thumb generally accepted by the industry is that, for successful operation, there should be 1,000 persons per lane within the general shopping area of each bowling establishment.

Based on present population estimates, the national average is now about 2,000 persons per lane. Unfortunately, by over-concentration, the proprietors have cut their share of the market in some areas to as few as 500 persons per lane.



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imagination and resourcefulness are vitally important to the success of any industrial recreation director.

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"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

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Anderson, Indiana

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High school coach for seven years seeks ind. rec. position. Holds B.S. degree in health, phys. ed. and rec. Company exp. Two years in minor league baseball.
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Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

RM LETTERS

Conference Response

The following letters, all pertaining to the 19th annual NIRA Conference and Exhibit held May 22-25 in Detroit were written to NIRA officers and staff.

The Best in 19 Years

Personally, I was very pleased that I had the opportunity to attend and reap the many benefits of the 19th annual NIRA Conference.

The whole conference, be it on the lighter side or that which gives food for thought, shall be ever with those who attended. Inasmuch as this was the best in the 19 years of NIRA, Chicago will most likely come up with the best in 20 years.

Michael J. Brecka, Recreation Director
Minneapolis Moline
Hopkins, Minn.

Well Planned to Smallest Detail

Having such outstanding speakers as Mr. Orth, Bob Richards and Mr. Young contributed a great deal toward the success of the conference. I felt that the conference this year was certainly well-planned and well-engineered to the smallest detail. Tom (Shanahan) did a fine job of chairing the conference.

Martha L. Daniell, Director
Nationwide Ins. Activities Assoc.
Columbus, Ohio

The Best of Praise

Congratulations on a fine conference. It was a privilege to attend.

You and the Planning Committee deserve the best of praise for a job well done.

C. E. Bloedorn, Director of Recreation
The Goodyear Tire & Rubber Company
Akron, Ohio

Capably Handled

Congratulations to both you and your staff for the fine convention in Detroit. I appreciate the many details that you had to be confronted with, and the results of the convention indicated that it was in capable hands.

E. T. Mitchell, Recreation Director
U. S. Steel Corp.
Gary, Ind.

Informative and Inspiring

I found it to be a very informative and inspiring convention. You, the Detroit council and everyone who arranged it are to be commended.

LeRoy S. Gill, Recreation Supervisor
Minneapolis Gas Company
Minneapolis, Minn.

Growing Interest

It seems that interest in your organization is growing and growing. This is very complimentary to you and your leadership, and I know that your many organizations over the country profit greatly.

Harry A. Stuhldreher, Ass't to Vice Pres.
U. S. Steel Corp.
Pittsburgh, Pa.

Excellent For Exhibitors

Your system of handling exhibitors was excellent, and gave me the opportunity to talk to almost every representative present. These contacts should help both the National Industrial Recreation Association and the Exploring Service.

Arthur N. Lindgren, Ass't Nat'l Director
Exploring Service, Boy Scouts of Amer.
New Brunswick, N. J.

Terrific Group of People

It's been a long time since I have been privileged to work with such a terrific group of people. I didn't see anyone that I felt was not enjoying himself thoroughly and thought the overall picture of the four day meeting was exceptional.

Jack Reed
Jack Reed Agency
Detroit, Mich.

Finest to Date

I wish to congratulate you on the fine convention in Detroit. It was the finest convention I have attended to date. The speakers were excellent, the panels and discussions were interesting and instructive, and the entertainment was wonderful for both delegates and their wives.

Andy Thon, Executive Secretary
Milwaukee County Industrial Recreation Council
Milwaukee, Wis.

Successful Exhibiting

I would like to thank you and your entire crew for the many efforts that you made to make the exhibiting at your recent convention at Detroit so much of a success.

Personally, I thought it was one of the finest conventions that you have arranged, everything went in great style for all of us.

I heard a great number of compliments on your program and the fine hospitality of the Detroit organization.

Mike Close, College Equipment Dept.
The MacGregor Co.
Cincinnati, Ohio

Most Outstanding

It was a real pleasure serving as chairman of the panel, "Recreation Facilities for the Small Company."

There was real interest and appreciation for the panel. Many of the delegates remained following the session to discuss the topic further.

May I add my congratulations for a most outstanding NIRA Conference and Exhibit!

Hubert Henderson, Ass't Director
North Carolina Recreation Commission
Raleigh, N. C.

Pleasure to Attend

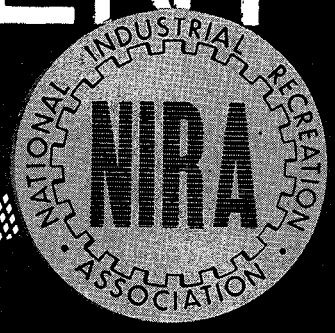
I have just recently joined the Shakespeare organization and had the pleasure of attending the NIRA Conference in Detroit. I would like to congratulate you on the fine organization and programming at this convention. It is a pleasure to attend such a show as this.

Dick Wilson
Shakespeare Company
Kalamazoo, Mich.

AUGUST • 1960

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



Industrial Recreation

FORECAST for the '60's

Summary of NIRA Conference special seminar session

AUTOMATION

new programs for a new type of employee

DECENTRALIZATION

big companies inherit small company problems

FACILITY DEFICIENCY

industry will meet the demand

MANAGEMENT RECOGNITION

total company sponsorship, established policy

IN THIS ISSUE:

New NIRA Membership . . . page 4
Revised Charter Rules . . . page 8
Powder Puff Mechanics . . . page 10
Youth Firearms Training . . . page 12



Bowling's a great way to meet new people...make new friends!

Men or women...all of your employees go for bowling in a great big way. Reason: There's nothing like bowling to help people get acquainted and have fun together. And, bowling lifts morale, keeps workers fit, builds a real *team* spirit. No wonder more and more companies are starting bowling programs!

To get your own bowling program under way, call on your local "Magic Triangle" bowling proprietor. He'll help you organize teams, set up schedules, even instruct beginners. What's more, he offers you the *best* in bowling. Good service, pleasant surroundings, and bowling equipment by AMF—featuring AMF Automatic Pinspotters with the exclusive "Magic Triangle" Signaling Unit. Contact your "Magic Triangle" bowling center now, and let your employees in on the fun of bowling.

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NEW MEMBERSHIP CLASSIFICATION AIDS SMALL COMPANIES, BRANCHES

NIRA Bylaw amendment . . . passed by members at this year's NIRA Conference establishes a new membership classification for companies with less than 500 employees. Previously grouped with firms employing 1,000 or less, these smaller companies may now belong to the Association and receive its services at a substantial savings. Accordingly, the NIRA dues-service schedule is revised as follows:

Membership	Company Size	Annual Dues	Services
Class AA	**less than 500 employees**	**$20.**	**1**
Class A	501 to 1,000 employees	$35.	2
Class B	1,001 to 5,000 employees	$65.	4
Class C	5,001 to 10,000 employees	$95.	6
Class D	more than 10,000 employees	$125.	10

The column headed "services" indicates the maximum number of individuals in a company and/or its branches to whom complete services will be sent at no additional charge. Extra services may be obtained for $15. per year per service. "Services" include R/M, the "Newsletter," manuals and other special mailings.

WHAT ARE ITS ADVANTAGES . . .

Small Companies . . . with less than 500 employees, may now benefit from NIRA membership and services at a minimal fee—less than the cost of a good trophy or basketball.

An unusual bargain, the new $20. membership includes 12 issues of RECREATION MANAGEMENT, plus a subscription for top management ($8.); 12 issues of the "Newsletter" ($4.) and the "Idea Clinic" ($4.) and a $10. savings on Conference registration.

Add to this, use of NIRA's reference library, research, consultation, insurance and other valuable services.

This exchange of information is vital to any company keeping abreast of management trends and practices.

Smaller companies without full-time recreation personnel find NIRA services a particularly valuable source of information and ideas to broaden the scope and facilitate administration of their programs. NIRA's national postal contests are designed primarily to help supplement small company programs.

Branch Locations . . . with less than 500 employees, which previously received Association services under the $15. "extra service" fee, now qualify for full, voting memberships at substantially the same cost.

The additional $5. annual dues payment converts representatives of branch locations from side-line spectators to active participants in the growth and development of their field.

In addition to the voting privilege, representatives of branches holding full memberships are eligible to hold Association elective offices and to serve as State Chairmen and members of NIRA's working committees which shape Association policies. Full membership also qualifies branches for consideration for the Helms Industrial Recreation Award.

By taking full memberships for its branch locations, parent companies can achieve proper representation and recognition in the areas throughout the country in which its offices and plants are located.

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IN SEPTEMBER R/M

THE ABC AND BOWLING
First of a series on the American Bowling Congress, its role in industry's leading sport, and an explanation of its rules and services.

1,100 CHILDREN BY BUS
The trials, tribulations, enjoyment and complete satisfaction of transporting 1,100 children to the circus.

11 YEARS OF SQUARE DANCE
Square dancing has been one of the most consistently popular activities of the many offered by Convair-Fort Worth. Here's what it takes.

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FORECAST FOR THE '60's

- **Automation—new programs for a new type of employee**
- **Decentralization—big companies inherit small company problems**
- **Facility Deficiency—industry will meet the demand**
- **Management Recognition—planned support, established policy**

"The 1960's may indeed be a decade of unprecedented gains for human living, as we are promised they will be. But they will not be years of miracles.

"If the coming decade is to be one of high advances in recreation, it will only be because we in the recreational field understand its challenges and rise to meet them.

"We must work our own miracles."

Thus, Frank Davis, manager of the Lockheed Employees Recreation Club, expressed the judgment of some 400 industrial recreation directors upon the widely publicized, Utopian promises attributed to the "coming leisure age."

To evaluate these promises, Davis and 80 colleagues prepared special reports to be used as the basis for discussion during the recent NIRA Conference seminar session, "Recreation Forecast for the '60's."

For three hours, delegates analysed economic, social and business trends in the terms of their specialty with the purpose of meeting the challenge of the future with a working plan of action.

Their conclusions, summarized below, represent more than 2,000 man-hours of concentrated study of what the next 10 years will require of recreation programming by business and industry.

I. THE NEW AGE OF LEISURE

Assurance of more paid holidays, longer vacations, a shorter work week and a higher standard of living have been cited by the experts as proof that the dawn of a "New Age of Leisure" is upon us.

But the road to leisure is paved with problems. By 1970, the U. S. will have 33 million more people crowding already inadequate recreational areas. Who will provide the needed facilities when, as a simple matter of priority, the nation's economy must first meet demands to feed, clothe, house, defend, and educate its new citizens?

Undoubtedly income will rise. But inflation and increased taxes may well take as proportionately large a share of the increase in the '60's as they did in the '50's, when a 58% gain in dollars available to the average family meant only a 23% gain in actual buying power. Even this increase may not mean more dollars available for recreation when wage increases are often taken in the form of fringe benefits rather than dollars in the pay envelope.

Recreation must be made cheaper or the average family's time for leisure may far exceed its budget for leisure. "Moonlighting" must not be the solution.

As decentralization continues to spread to almost all industries, large companies with established, well balanced programs face the problem of providing equal recreational opportunities for small, geographically remote corporate units. **"Out of sight, out of mind" is not the solution, nor should decentralization result in a watered down program.**

Automation, however, will provide the most significant challenge to the industrial recreation director during the next decade. In addition to making the shorter work week possible and spurring decentralization, automation creates a new type of employee, replacing yesterday's semi-skilled worker with the skilled technician and engineer. In the '60's, even more so than in the '50's, **industrial recreation must re-orient its concepts, policies and methods** to meet the rising level of education, to fulfill more varied interests and to provide creative use of leisure time.

These are the challenges. They can be met.

II. ADMINISTRATION OF LEISURE FOR LIVING

"No matter how marvelous our inventions, how productive our industries, how exquisitely automatic our machines, the whole process may be brought to a standstill by its failure to engage the human personality or to serve its needs."

Industrial recreation was given birth by pioneers in management who understood that employees are individual human beings and should be treated as such. They recognized the distinction between living and making a living. **They believed industrial recreation could be one of their most valuable human relations tools.**

To give these thoughts practical expression, these companies formulated sound policies, established business controls and instituted modern budgeting procedures in their recreation programs. Today, these companies are prepared to meet the onslaught of changing conditions.

Nevertheless, in many other programs, the lack of administrative control with the resulting waste and inefficiency is appalling. **While employee participation in the program is on an after-hours, extra curricular basis; administration of the program cannot be.**

To achieve its objectives in the interests of both management and employees, recreation must become an integral part of the company's personnel practice with stated policies on program development and operation.

As such, management will retain overall control of the program and will furnish sufficient financial aid to insure its success. Realizing that partial financing by participants is often necessary for a true appreciation of any program, the extent of management financing will be based on employee participation and support.

Recreation has long since passed the "sweat shirt and whistle" stage. It demands and deserves capable, trained leadership. The recreation director of the '60's must be an able administrator who supervises the overall program yet allows opportunity for employee leadership and initiative. He must be able to impart company policy yet avoid company domination or paternalism.

He must be able to plan activity programs for all age groups and virtually all areas of interest. But despite the increasing complexities of the job, his ability to work with employees and his genuine interest in people and their individual welfare unquestionably remain as the most important job requirements.

III. PLANT DESIGN FOR UTILIZATION OF FACILITIES

Vast expanses of lawn surrounding modern plants are used only for purely aesthetic values. Cafeterias are used only for eating. Empty warehouses are sealed tight.

Much can be done to ease the deficiency of recreation facilities by utilizing existing grounds and buildings. Much more can be done in planning multi-purpose use of future office and production space.

The recreation director must be prepared to give qualified advice to industrial engineers and architects. He must be fully aware of changing trends and the recreational needs of the employees.

Meeting rooms, exhibition halls and similar recreation facilities are already considered on the same level as locker rooms, cafeterias and other essential employee service areas. **But what about golf courses, gyms, swimming pools?**

Many companies, large and small, of course, have already provided these major facilities and many others for their employees. It can be argued, however, that few or none of these industrial parks would be in existence today if local public recreation facilities had been adequate.

But what is adequate? And what will be adequate under the strain of an exploding population with more leisure time? City and county officials are becoming desparately aware of the problem. But where will recreation stand among urban redevelopment, expressways, commuter subsidy, for example, in its claim for public funds?

If for no other reason than to compete in the job market, industry, more than ever before, will work with community organizations in meeting the recreational needs of its citizens.

Trends of the '50's leave no doubt that industry in the '60's will follow the dictates of the local situation and help meet the demand by one of four methods:

- Construction of recreation facilities for use of employees and their families only, whereby employees receive full benefit yet public facilities are also relieved.
- Company facilities built primarily for employee use but open to outside groups on special days or by reservation.
- Joint facilities developed by a group of small companies for the use of their respective employees.
- Grants to the city or land donations for subsequent development by the city for recreation facilities.

IV. IMPORTANCE OF INDUSTRY IN RECREATION

Organized recreation activity was originated by industry. In some communities industry has and always will be the pace-setter. In other communities industrial recreation is virtually non-existent.

Regardless of the local situation, industry everywhere must become a close, working partner with all local, state and national recreation agencies if the leisure demands of the next decade are to be satisfied. Industry has much to offer and much to gain from such an inter-relationship.

While this cooperation is desirable and necessary, **industrial recreation should in no way subordinate its purpose and identity.** Industry support of the proposed federal recreation service will depend on the ability of such a service to provide genuinely useful assistance to industrial recreation without the power to standardize or regiment individual company programs.

V. RESEARCH

To claim increased support and expenditures from cost-conscious management, industrial recreation must find a "yardstick" to justify its values. Number of participants and their attitude toward the program in relation to a cost factor might be an adequate measure of the operational success of a particular program. This is important.

Even so, it tells us nothing about a more important aspect—the objectives of industrial recreation. What is its effect on absenteeism, loyalty, cooperation, production? Can an intangible be measured? Industrial recreation must be if it is to receive the support necessary in accomplishing its mission in the next decade.

A thorough study of this nature has already been undertaken and will soon be released by NIRA. Within the year, this work will be broadened and refined. Research will be one of NIRA's major objectives with the assistance of universities and private foundations.

VI. PROFESSIONAL RECOGNITION

The proof is in the pudding. Professional recognition cannot be forced; it comes only when deserved.

Nevertheless, to be recognized the recreation director must take it upon himself to inform management of his accomplishments, to make others aware of his contributions and value to business and industry. He must be prepared to carry the gospel of industrial recreation. He must sell himself and his job.

To be recognized as professionals, industrial recreation directors must establish minimum standards of what their profession requires. What formal and informal training is required, what experience, what personality requirements? What goals are to be achieved? What minimum standards of performance are necessary to maintain professional status?

Industrial recreation directors will work together through NIRA, the only organization devoted to their specialty, to develop these standards and ultimately achieve professional recognition.

Definitely, the '60's will see major advances in recreation. In fact, the provision of recreation facilities and programs by business and industry is an absolute necessity in order to meet the challenge of (1) automation, (2) decentralization, (3) increased leisure time, and (4) acute shortage of recreation facilities.



by J. W. ROSENTHAL
Chief, Special Authorities Division
Civil Aeronautics Board

LIBERALIZE CAB CHARTER RULES

NIRA revises its summary of trans-Atlantic charter regulations to incorporate three important changes, other clarifications

Three significant changes in trans-Atlantic charter regulations, long advocated by employee travel groups, have been adopted by the Civil Aeronautics Board.

Put into effect last month, the new rules liberalize to a considerable extent the conditions under which charter flights may be conducted.

Since the rules changes will play a vitally important role in the growth of employee charter plans, NIRA, with the assistance of J. W. Rosenthal, chief of the CAB's Special Authorities Division, has revised and reissued its "Summary of CAB Charter Regulations" which originally was published in the Sept. 1959 issue of RECREATION MANAGEMENT, page 14, "Define New CAB Rules."

This revised summary, reproduced below, includes all charter regulations of direct concern to industrial recreation directors and incorporates the new rules which provide that:

1. *Nation-wide and state-wide groups (i.e. non-local groups) of up to 15,000 persons in size may charter, in contrast to the previous size limitation of 5,000 for nation-wide groups and 10,000 for state-wide groups.*

2. *Persons in the immediate family of a member of a chartering group may now participate in the charter flight even though the member himself does not.*

3. *Up to 5% of the total passengers moving in each direction on a round-trip charter may be transported on a one-way basis without the need for showing special or unusual circumstances.*

Copies of the complete regulation, Part 295 of CAB Regulation ER-305, must be furnished to a prospective chartering organization by the carrier when a flight date has been reserved. Single copies may be obtained without charge from the Publications Section, Civil Aeronautics Board, Washington 25, D. C.

I. Organization of charter groups

SIZE, LOCATION OF ORGANIZATION Charter participants may be solicited without limit from companies, employee associations, employee travel clubs, etc. which have a total membership of less than (1) 20,000 located in a local area, or (2) 15,000 located in a non-local (state-wide or nation-wide) area. For example, if your company employed 25,000 at one location, a charter from this group would be disapproved. If, however, of these 25,000, less than 20,000 were members of the employee association, a charter solicited only from members of the association could be approved. In such an instance, the six-month membership provision would apply and the charter must not have been held out as an inducement to attract members to join the association. A local area can mean, in the case of a single plant, a wide commuting radius. But if a charter is drawn from several plants of a company located in scattered suburbs of a single metropolitan area, the "local" standard of 20,000 will not necessarily apply.

PARTICIPATION BY BRANCH PLANTS The same size and geographic limitations described above apply to charters for two or more branches of a single corporation. If total employment of a national concern, including branches, exceeds 15,000, a charter could not be held open to all employees of all plants. However, a valid charter might be obtained by soliciting employees of a few of the branches of the same corporation if their total size and geographic location is under CAB limitations. The decision to limit the charter to the branches involved would have to be made before actual solicitation has started. It would be inappropriate to make a general solicitation of the entire corporation and then limit the group in an attempt to conform with the regulations. Separate charters within a large company, divided so as to come under the size and area standards, must not only be separately solicited, but separately *administered.*

ELIGIBILITY OF FEDERATIONS Additional factors are considered in those cases where travel clubs, employee associations or other organizations of several different companies combine to fill a charter. The Board will consider whether such a federation provides services directly to employees of the separate organizations in a given locality, or is merely a superstructure tying several individual associations together. Other factors to be weighed include the size and geographic limitations, past history of joint activities sponsored by the federation and whether the federation exists only nominally as a means of exchanging information, with participation limited to meetings of representatives of each member group and individual membership being merely a matter of record or form at the most. Such charters require compliance with the six-month membership provision, and the charter must not be held out to attract members.

WHO MAY FORM A CHARTER GROUP In forming a charter group, recreation directors should be aware that the CAB prohibits the carrier from engaging, directly or indirectly, in soliciting individuals as distin-

guished from soliciting an organization. Also, the carrier may not employ, directly or indirectly, any person for the purpose of organizing members into a group to make a charter flight.

II. Eligible passengers

BONA FIDE MEMBERS "Bona fide members" of an organization are eligible to participate on charter flights. As defined by the CAB regulation, "bona fide members" are those who have not joined the organization merely to participate in the charter as the result of a solicitation directed to the general public.

IMMEDIATE FAMILY MEMBERS The immediate family of any member of a charter organization may participate in a charter flight, whether or not the member himself also participates as a passenger. The immediate family of such a member is considered to be only the following persons who are living in his household: the spouse, dependent children and parents of the member.

RETIREES AND OTHERS Participation of retirees and other persons in a charter flight depends upon the specific situation. If the basis for participation is membership in a recreation club of the company, and the bylaws of the club permit retirees to be members, then retirees would be eligible to participate. However, residences of the retirees would be considered in passing upon the eligibility of the group for a charter, and the size and geographic limitations would apply. If the basis for participation is employment with the company, then, of course, retirees would not be eligible. It is not permissable to combine the employment basis and the recreation club basis.

III. Charter costs

HOW TO DIVIDE CHARTER COSTS The cost of a charter flight must be pro rated equally among all charter passengers except that a smaller amount may be charged for children under 12 years old. In the event there is any other unequal division of charges, good cause must be shown when the charter application is filed in order to obtain approval. No charter passengers shall be allowed free transportation except children under two years of age.

EXTRA CHARGES PROHIBITED No costs other than those actually incurred in making charter arrangements may be charged to the charter participants. Individual assessments for the charter flight may not include any charge for the purpose of charitable donations. All charges collected from the participants which exceed the actual costs of charter arrangements must be refunded to the participants in the same ratio as the charges were collected.

ADMINISTRATIVE EXPENSES Reasonable administrative costs of organizing the charter may be divided among the charter participants. Such costs may include a reasonable charge for compensation to members of the company, employee association or club for actual labor and personal expenses incurred by them in organizing the charter. Such charges shall not exceed $300 (or $500 when the charter participants number more than 80) per round-trip flight. Neither the organizers of the charter or any other member of the chartering organization may receive gratuities or compensation, directly or indirectly, from the carrier, the travel agent or any other concern which provides a service to the chartering organization, whether of an air transportation nature or otherwise. This restriction does not, however, prevent any member of the charter group from accepting such advertising ing and good will items as are customarily extended to individually ticketed passengers (e. g., a canvas traveling bag or money exchange computer).

WHEN VOUCHERS ARE REQUIRED If total expenditures, including among other items the compensation mentioned in the preceding paragraph but exclusive of expenses for air transportation or land tours exceed $750 per round-trip flight, these expenditures must be supported by properly authenticated vouchers to be filed with the "Post Flight Report" required by CAB.

IV. Administrative Procedures

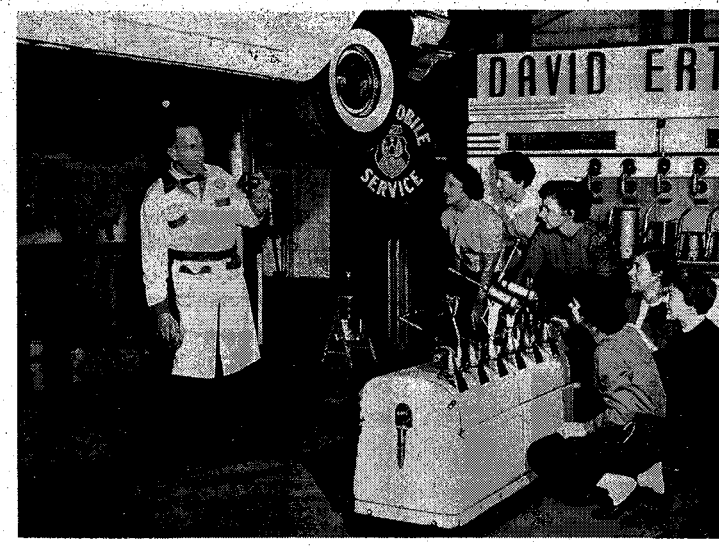
STATEMENTS OF CHARGES Statements to prospective charter participants of the anticipated individual charge for the charter shall clearly indicate the portion of the charges to be paid for the air transportation, the land tour and any administrative expenses. Within 15 days of the completion of the flight, the charterer (recreation director or other person organizing the charter) shall complete and supply to each charter participant and the air carrier involved, a detailed report showing the charge per passenger and the total receipts and expenditures. This information is included in the Post Flight Record.

PASSENGER MANIFESTS Before each flight, a manifest shall be filed with the air carrier showing the names and addresses of the passengers and their relationship to the chartering organization. This information must be shown for each leg of a round-trip flight and any variations between the eastbound and westbound trips must be explained on the manifest. On a round trip charter, one-way passengers shall not be carried except that up to 5% of the group may be transported one-way in each direction. This provision shall not be construed as permitting knowing participation in any plan whereby each leg of a round-trip is chartered separately in order to avoid the 5% limitation. In the case of a chartered contract calling for two or more round-trips, there shall be no intermingling of passengers and each plane-load group must move as a unit in both directions unless special or unusual circumstances are shown in the charter application and approved.

ADVISORY OPINIONS Any time before filing a charter application, a prospective charterer may request an advisory opinion from the Bureau of Air Operations, Civil Aeronautics Board, Washington 25, D.C., on the eligibility of the charterer to obtain charter service. The Bureau's opinion will be based on the information submitted and is not binding upon the Board. The information should include that required by Section B, Part II of the Statement of Supporting Information which is available from the CAB for persons requesting an advisory opinion.



Telephone operators learn the ABC's of engine operation at a member agency of the Wyoming Valley New Car Dealers' Assn.



In another class held on the dealer's premises, the girls studied lubrication and its importance to long car life.

POWDER PUFF MECHANICS

Bell Telephone girls find out what goes on under the hood

The students of a class in Wilkes-Barre, Pa., recently, had a lot in common. They were all women. They were all members of the Bell Telephone Company of Pennsylvania Traffic Dept. They all knew how to drive a car, but, like most women, they were puzzled about what makes a car tick and were eager to clear up their bewilderment.

One was interested because she had recently waited for help on the open road, only to discover later that the simple replacement of a fuse would have started her car.

Another, dreaming of owning a sports car, wanted to learn all she could about them. Expressing the typical feminine "don't-know-how," a third said, "All I ever knew about a car was that I got into it, turned the key, pushed the starter, kept the gas tank full and the car ran."

Whatever their reasons, when Hazel Hummel, senior staff aide, Traffic Personnel in Harrisburg, made arrangements for a female mechanics course as an out-of-hours activity, more than 80 telephone women jumped at the chance to become a Powder Puff Mechanic.

In two-hour sessions of instruction, conducted over a period of three weeks, by the Wyoming Valley New Car Dealers' Assn., they learned what goes on under the hood.

With the cooperation of the Pennsylvania State Police, they also acquired a broader understanding of pedestrian and highway safety.

For the member agencies of the local dealers' association the program proved to be equally worthwhile. In a letter to the dealers' president, the girls wrote, ". . . we have gained much respect for the men who deal in new cars. We have a new outlook on the automobile business, because your objectives are somewhat the same as ours—'to give the best possible service.'"

How many girls know how to change a tire? This practical lesson was part of Bell Telephone's three-week course.



At graduation, the local dealers' president, appropriately dressed in cap and gown, awarded diplomas to the Powder Puff Mechanics.



NIRA FISH-A-RAMA

Top Prizes Lure Entries

Lone Star awards 14 ft. aluminum fishing boat to National Champ

With the addition of a 14 ft. Lone Star aluminum fishing boat to the prize loot, the 1960 NIRA Fish-A-Rama is expected to lure a record number of entries in both the Postal Division and National Finals.

Along with the boat, the winner of the National Finals will receive an expense-paid week for two at the Beau Rivage on Miami Beach plus other merchandise awards, Shakespeare fishing equipment and trophies.

Runners-up in the National Finals and the winners of the eight specie classifications in the Postal Division will also receive merchandise prizes, fishing equipment and trophies.

The National Finals will be held for the third straight year at Paris Landing State Park, Tenn., on the shores of famous Kentucky Lake, Oct. 8-9.

The two-day event for company fishing champions consists of a casting contest followed by an eight-hour fishing marathon. Fish caught will be evaluated both by weight and length with one point awarded for each pound and one point for each inch. This total is then added to the entrant's score on the casting contest to determine industry's National Champ.

The Postal Division is open in eight different specie classes with national winners named for the best catches of trout, bass, muskie, northern Pike, walleye, salmon, pan fish and salt water fish.

OPEN TO NIRA MEMBERS

Any employee of a NIRA member company is eligible to enter either the Postals or the National Finals or both. Entry fee for the Postal Division is a nominal $1. per entry. The fee for the National Finals is $25. which includes boat, motor, guide, Tennessee fishing license, welcome fish fry and awards banquet.



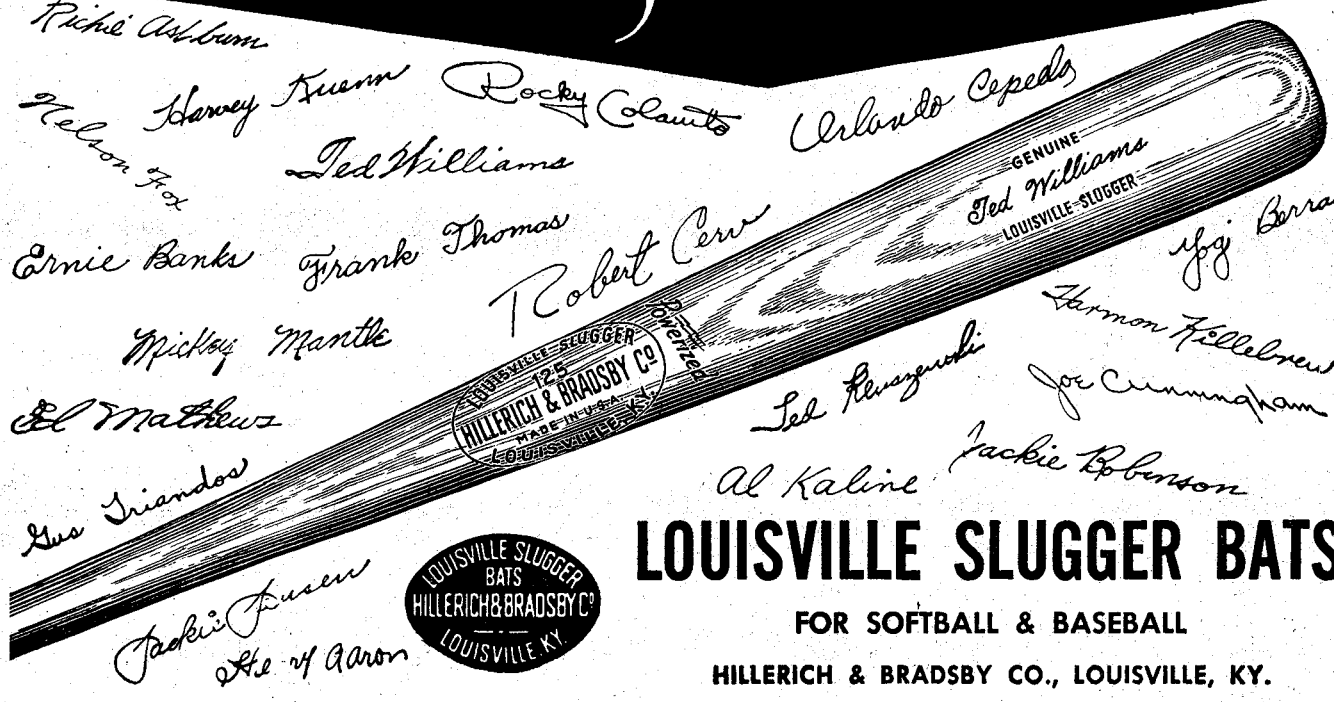
WINNER of the 1960 NIRA Fish-A-Rama will receive this 14ft. aluminum "Big Fisherman," the biggest selling fishing boat manufactured by Lone Star Boat Co., Grand Prairie, Texas.

Wives and children of contestants are welcome with special rates available for meals and rooms in the plush Paris Landing State Park Inn, headquarters for the Fish-A-Rama.

Official rules and entry blank order forms have been mailed to all NIRA members and can be obtained from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

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YOUNG HUNTERS learn firearms safety in youth training program sponsored by Minneapolis Gas Company.

YOUTH TRAINING HITS BULLSEYE

To help employees' youngsters qualify under state gun laws, Minneapolis Gas provides valuable employee-community service

Already 17 states have established mandatory or voluntary youth firearms training programs. Many others are expected to follow suit.

In Minnesota, for example, it is unlawful for any person under the age of 16 to use a firearm for hunting unless he has satisfactorily completed the state's youth firearms training program.

Far from opposing these regulations as a restriction on their favorite pastime, sportsmen everywhere have hailed the training programs as a positive action protecting the privilege established by the Second Amendment to the U. S. Constitution—the right to bear arms.

Because a gun can be found in almost every home, each person, particularly youngsters, must have a fundamental understanding of firearms for their own safety and those around them.

Increased population and participation demands the development of sportsmen who can get along together, who know how to conduct themselves afield, who can cement landowner relationships and who, above all, can participate safely. Firearms safety training creates this safe, responsible shooter.

But the safety programs do create a problem—who will train the young shooters?

In Minnesota, the solution to this problem has taken on a new dimension, thanks to Minneapolis Gas Company.

With the active support of its Sportsmen's Club, the company recently graduated 32 youngsters from the seven-week course as established by state law.

Thereby a precedent has been set. It marks the first time in the four year history of Minnesota's Firearms Safety Act that a private business firm has trained youngsters in gun safety.

Instruction of the eager small fry includes five hours of classroom sessions followed by two hours in the field (see box below). Classes are held one night a week in the company's appliance adjustment training headquarters.

Fortunately, four company employees were qualified by the National Rifle Assn. as shooting instructors. Interestingly, they are the vice president in charge of research, a clerk, a serviceman and an employee in the street department. They sparked the program.

However, any company interested in sponsoring a similar training program shouldn't have much difficulty finding qualified instructors. The National Rifle Assn. has trained some 200,000 Hunter Safety Instructors. Chances are one of them is an employee of your company, or certainly, a member of your community.

Course of instruction, if one is not specified by the state, is no problem either. They may range from a one-day clinic to the NRA's four-hour Hunter Safety Course or the Teen Hunter Club programs sponsored by The Sporting Arms and Ammunition Mfrs. Institute, 250 E. 43rd St., New York 17, N. Y.

Other companies which have sponsored similar youth firearm instruction activities include: Delco-Remy, Anderson, Ind.; Champion Paper & Fibre Co., Hamilton, Ohio; Marquardt Aircraft Co., Pomona, Calif.; and Olin Mathieson Chem. Corp., New Haven, Conn.

Minnesota's seven-week course . . .

1. Arms and Ammunition: types, uses, care and storage. Anyone who handles a gun must understand mechanical operation of firearms.

2. Proper Gun Handling: transporting, in the home and in the field. The area of gun handling is the basic core of firearms safety.

3. Hunter Responsibility: conservation practices, game laws, attitude and sportsmanship, farmer-sportsman relationship, improper targets, personal safeguards and first aid. Each individual must be taught to accept the responsibility that goes with a gun.

4. Hunting Tips and Techniques: game laws, game identification, preparation, equipment and game signs. Enjoyment of hunting is possible only through proper utilization of many acquired skills; this training reduces trial and error learning for beginners.

5. Marksmanship: positions and form, range procedure, minimum of 15 rounds of firing practice. For safety and to prevent game waste, a reasonable amount of accuracy is required. With proper fundamentals, marksmanship can be quickly mastered.

6. Field Trip: a practical application of classroom training.

7. Testing: instructor observation, student performance and a written examination.

Bowling by the Hour

Propose hourly charge instead of line fee as most equitable method for bowler, proprietor

Does bowling need a new method of customer payment? Is there a method that would be fairer to the fast bowler, yet would not penalize the slow bowler? Is there a method that would be fairer to the bowling proprietor?

The National Cash Register Company says yes, but the Bowling Proprietors Association of America is not so sure.

In any event, NCR's proposal to charge for bowling by the hour rather than by game makes for interesting discussion.

Primary reason for the proposal is that the price-per-line method does not take into consideration a valuable commodity for both the bowler and the proprietor: time. One bowler may finish a game in 10 minutes; another bowler may take 20 minutes; yet, both pay the same price.

Adherents of the hourly charge believe it to be the most effective method to get around the problem of the chronic slow bowler.

A switch from the traditional cost per line method would not effect league bowling. The only change would be that open bowlers at peak periods would rent the lane by the hour.

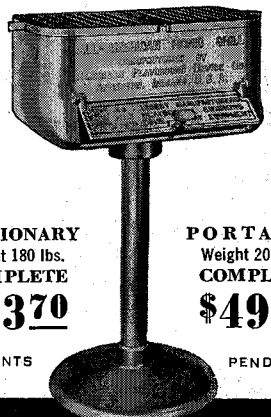
The hourly charge idea is not new. However, it has never been given a thorough trial. Until now, no convenient method for computing time accurately and controlling revenue accurately has been found.

Here's where National Cash Register enters the picture. Looking to possible time computer sales, NCR has been conducting studies to determine the fairness of bowling by time, its reaction on the bowlers and its feasibility for proprietors.

The idea and study results were presented by NCR to the proprietors at the recent BPAA convention. The proprietors weren't convinced but took the proposal under consideration for further study. In addition to ironing out operational details, there is a fear that the bowlers would object to a change from the traditional line fee charge.

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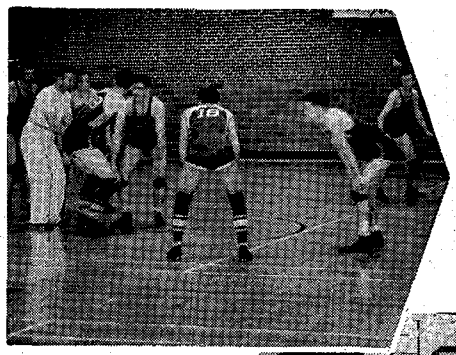
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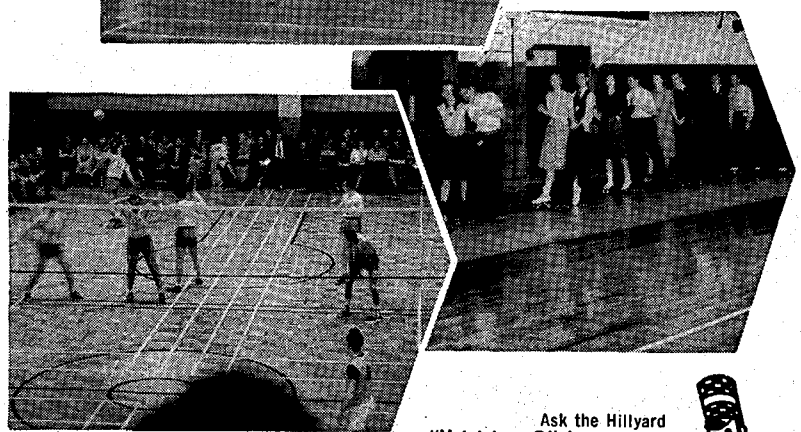
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BPAA Tightens Policy

Putting the squeeze on non-member bowling establishments, the Bowling Proprietors' Association of America voted at its recent convention to put a little more starch into the already stiff restrictions of its national tournament eligibility rule.

Formerly, no bowler could compete in national BPAA events unless he confined his league bowling exclusively to BPAA member-establishments.

Now, in addition to league bowling, a bowler must also limit tournament and advertised exhibition play to BPAA houses not only for national BPAA meets but also for events sponsored or conducted by local associations affiliated with the BPAA.

The revised rule applies to the BPAA's Team Handicap Championship as well as to the BPAA's "pro" events.

Bowlers bowling on company or employee-owned lanes or in other non-commercial establishments shall be eligible if that establishment has been considered not open to the general public by the BPAA affiliated local, district or state proprietors' association, *and* if they bowl in at least one BPAA member-house *and* confine all other league, tournament and advertised exhibition bowling exclusively to BPAA member-establishments.

It is up to the bowler to ascertain from each establishment where he may bowl whether the proprietor of that establishment happens to be a member in good standing of the BPAA or if the establishment is considered non-commercial. Failure to comply with the rule will result in disqualification from all BPAA tournament competition for no less than one year and forfeiture of all prize monies and awards including rights to any titles.

Last Call for Midwest Golf

The last call for entries in the 15th annual Mid-West Industrial Golf Championships has been issued by tournament executive secretary, Ray Detrick of the Goodyear Tire & Rubber Co.

The 1960 event will be held Aug. 20-21, on two private clubs in Pontiac, Mich.

Any industrial company is eligible to enter the meet providing all players are bona fide employees of the company they represent. No company can enter more than two teams from any one city.

The $20. team entry fee covers trophies, merchandise awards, printing and administration. Entrants or their companies pay their own expenses for meals, rooms, greens fees ($3. per day) and cart or caddie fees.

A management tournament for those of executive rank who accompany their teams will be held on Saturday morning, Aug. 20.

Some 90-100 industrial teams annually enter the 36-hole event. To beat the entry deadline, write Ray Detrick, Goodyear Tire & Rubber Co., Akron 16, Ohio.

Industry Trap Shoot

The 11th annual Armco Industrial Invitational Trap Shoot will get under way Sunday, Sept. 11, at the Middletown Sportsman's Club, Middletown, Ohio.

Sponsored by the Armco Steel Corporation Gun Club, the meet is open to any industrial company with each firm permitted to enter as many teams as it desires as long as the shooters are bona fide employees.

A five-man team event, each man will shoot at 50 birds, the first 25 from the 16 yd. line, and the second 25 from a distance set by an established handicap scale.

Companies desiring to enter this year's event should supply the following information to Clarence Abell, director of activities, Armco Steel Corporation, Middletown, Ohio, no later than Aug. 31:

1. Name and address of company.
2. Full names of five shooters constituting the team, team captain and alternates.
3. $10. entry fee. Make checks payable to Armco Assn. Activities.

Region I Conference

Industries from New England, New York and New Jersey who are interested in any phase of employee and family recreation have been invited to attend the one-day NIRA Region I Conference at the Scovill Manufacturing Co., Waterbury, Conn., Sept. 19.

Conference program includes three panel sessions covering the inauguration and promotion of special activities, sources of assistance, and a question and answer discussion on general problem areas.

Registration fee of $8. includes luncheon and a brief tour of Scovill plant and recreation facilities followed by cocktails and a steak dinner.

Full details and registration blanks will be mailed in the near future by Scovill's Fred Wilson, conference chairman. Wives are also welcome.

NIRA Contests

In addition to the Fish-A-Rama (see page 11), entries are now open in two national contests sponsored by NIRA to augment individual company recreation programs and to give employees



PENNY A SHOT is charged GMC employees and family members practicing at the company's Truck & Coach Div. driving range in Pontiac, Mich. The nominal charge helps defray operating expenses. Clubs are furnished.



MAYTAG PRESIDENT, George M. Umbreit (l) accepts Izaak Walton League award from outgoing league president George F. Jackson for Maytag's "distinguished service and outstanding achievement toward furthering conservation of America's natural resources." The appliance firm was cited for its water reclamation and pollution control system.

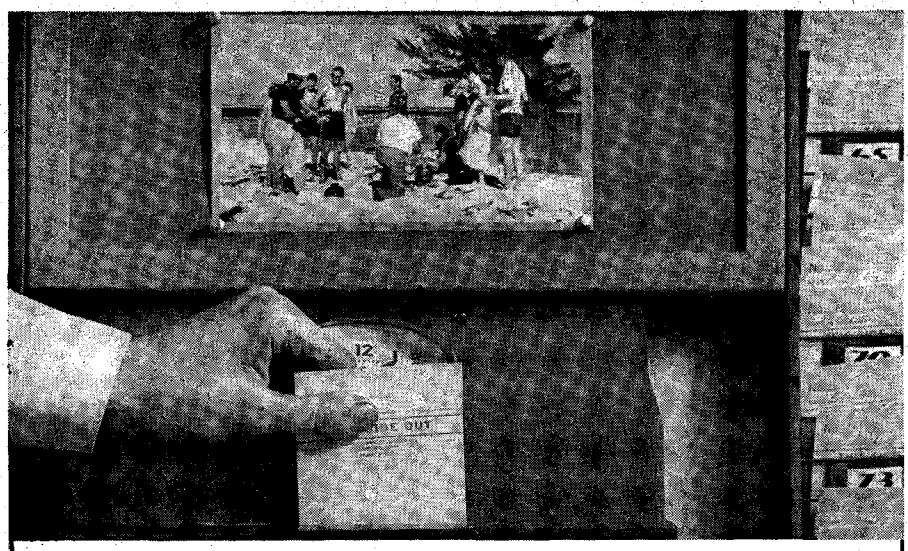
an opportunity to gain national recognition.

Contest rules and other details are summarized below. For complete information and entry blanks, write: NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Photography: open to any amateur photographer employed by a NIRA member company and members of his family. Black and white photos only taken any time during calendar year 1960. Entry deadline Dec. 31. Two classifications: Open and Recreation (shots taken of some phase of contestant's company recreation program). Top prize: expense-paid week for two in Mexico City, including air transportation. No entry fee.

Skeet: 50-target event for five-man teams and individuals. NIRA membership not required. To be held Saturday, Sept. 24, at Hilldale Gun Club near Palatine, Ill. Team entry fee of $50. covers shells, targets and cash prizes, trophies for teams and individuals.

Other NIRA Events: scheduled for winter and early spring of 1961 rate a spot on the activities calendar. The 3rd annual NIRA-NRA Postal Rifle and Pistol Matches open Feb. 1 and close May 1. Contestants fire registered targets furnished by NRA. Liberal national and regional awards. The 14th annual National Industrial Bowling Tournament will be held March 25-26 in Milwaukee, Wis., co-sponsored with NIRA by the Allis-Chalmers Manufacturing Co.



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dollars

and

sense

Recreation dollars make business sense in achieving the goals of modern industry. At the same time, sound business sense must be applied to the appropriation and use of the recreation dollar. Fundamental in the efficient operation of industrial recreation programs are the services provided by the National Industrial Recreation Association.

Fly Safe Odds: 350,000 to 1

In his testimony before the Senate Aviation Subcommittee investigating air accidents and their causes, James R. Durfee, chairman of the Civil Aeronautics Board, put flying worry-warts at ease with several comforting facts:

- During 1959, the odds in favor of a passenger completing a scheduled flight safely were 350,000 to 1.
- In 25 years, bombing accidents have been so rare as to produce a fatality rate of only 0.000000147 per cent.
- Amount of insurance coverage on air passengers has been raised this year without a raise in rates.
- Fatality rates have dropped from 5.20 deaths per 100 million passengers miles in 1938 to 0.68 last year.
- This record has been achieved in a period when number of passengers has increased nearly 40 times, and the number of passenger miles flown has multiplied almost 63 times.

Boaters Get Tax Refunds

The Outboard Boating Club of America has urged all pleasure boaters to file claims for their federal gasoline tax refunds.

Under the Federal Highway Act of 1956, part of the U. S. excise tax on gasoline is refundable if the fuel is used for purposes other than operating a highway vehicle. Deadline for filing claims is Sept. 30.

Claims must cover the period from July 1, 1959 to June 30, 1960 and be made on Internal Revenue Service form 843, available at any IRS office. The form calls only for the gallons of gas purchased during the period. The penny a gallon refund was increased to 2¢ effective Oct. 31, 1959.

$43 Billion for Leisure

Reporting on a recent survey, a large brokerage firm, Francis I. du Pont & Co., has observed that leisure is one of the country's fastest growing "occupations," and companies catering to the leisure market "have been among the outstanding performers in the 1960 stock market."

According to du Pont, the annual outlay for leisure time spending has now reached almost $43 billion. Just seven years ago, the market was estimated at $30 billion.

A shift of emphasis within the market itself was found by du Pont to be one of the chief factors contributing to the growth. "More and more people are spending more and more of their leisure time as participants in fun, rather than as spectators."

Since 1947, spending for spectator sports has dropped from $2.3 billion to $2.2 billion. In the same period of time, bowling, golf, sporting goods and similar expenditures have jumped from $2.3 billion to $5 billion.

Du Pont cited automation, the migration to the suburbs and public approval of credit spending as the major factors in the leisure market boom.

Industry observers "conservatively" look for a "leisure business of more than $50 billion by the end of the decade." But, recreation is a "capricious thing," du Pont claimed. "It has caught the estimators short before—and probably will again."



TOM SHANAHAN, formerly with the Employee Services Section, Ford Motor Co., Dearborn, Mich., and 1960 NIRA Conference chairman, has joined Elliott Sales Builders, division of Elliott Travel Service, Detroit, as a vice president.

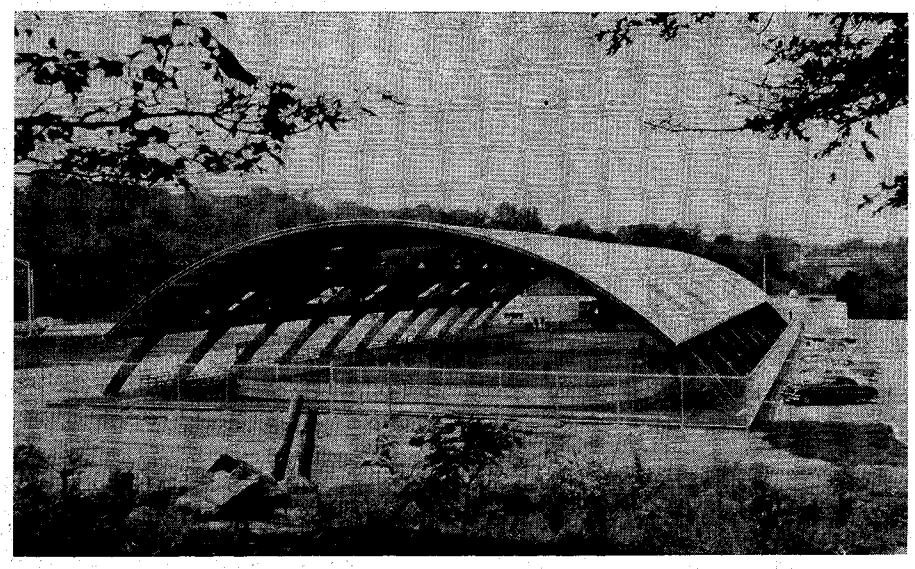
OK to Worry, But Exercise

"One of our most firmly held delusions," according to Dr. Gerald Gordon, chief psychiatrist of E. I. du Pont de Nemours & Co., "is that emotional upsets are harmful and that worry is akin to taking poison."

Dr. Gordon, speaking at the National Office Management Assn. meeting in June, said that executives must be careful not to accept mistaken notions about the cause of stress diseases. They should understand the way such emotions as fear and anger play a natural and even healthy role in life.

Dr. Gordon believes that management should not try to do the impossible job of making everyone happy. *All it can do is provide a healthy atmosphere where people "can find their own salvation."*

Another medical man, Dr. Herman Hellerstein, professor of medicine at Western Reserve, warned that labor has been eliminated from many plant jobs to such an extent that "exercise breaks may be needed to keep workers physically fit." He recommends a brisk 15-minute walk to and from the coffee break as one way to offset the low energy requirements of most jobs.



COVERED DUAL PURPOSE RINK—ice skating in winter, roller skating in summer —was recently erected in Yonkers, N. Y. The structure is an outstanding example of the use of modern materials (in this case, aluminum) and design techniques to create attractive, multi-functional recreational facilities.

Coming Events

AUGUST

20-21 15th annual Midwest Industrial Golf Championships, Pontiac, Mich. Co-sponsors: Goodyear and Ford

26-Sept. 3 Women's World Softball Tournament, Stratford, Conn.

SEPTEMBER

2-5 ASA Slow Pitch Softball Championships; Industrial Division, Louisville, Ky.; Open Division, Toledo, Ohio

11 11th annual Armco Industrial Invitational Trap Shoot, Middletown, Ohio. Host: Armco Steel Corp. Gun Club

11-15 American Institute of Park Executives Conference, Long Beach, Calif.

15 **NIRA Fish-A-Rama** Postal Division entry deadline

16-23 Men's World Softball Tournament, Jones Beach, L. I.

19 **NIRA Region I Conference,** Waterbury, Conn. Host: Scovill Mfg. Co., Fred Wilson, chairman

24 **NIRA National Skeet Championships,** Palatine, Ill.

26-30 National Recreation Congress, Washington, D. C.

OCTOBER

7-8 **NIRA Fish-A-Rama** National Finals, Paris, Tenn.

10 **NIRA Region V Conference,** Milwaukee, Wis. Host: Milwaukee Cty. Ind. Rec. Council, Andy Thon, chairman

17 **NIRA Region II Conference,** Akron, Ohio. Host: Goodyear Tire & Rubber Co., Charles Bloedorn, chairman

21 **NIRA Region VI Conference,** Dallas, Texas. Host: North Texas Ind. Rec. Council, Jim Bernard, chairman

22-23 **NIRA Board of Directors meeting,** Chicago, Ill.

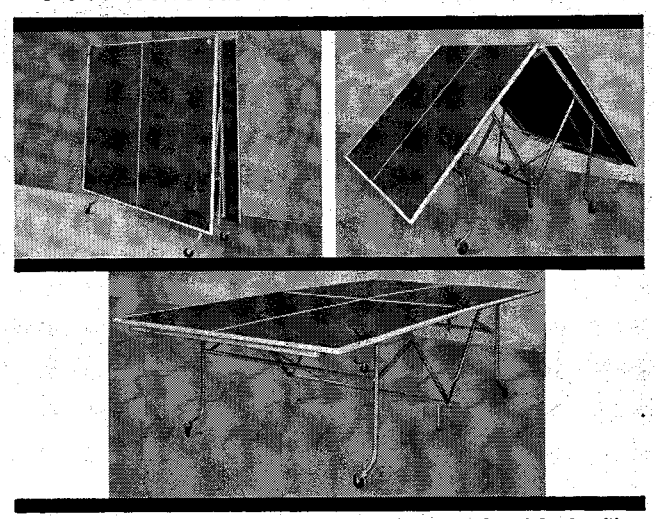
NOVEMBER

17 **NIRA Region IV Conference,** Charlotte, N. C., North Carolina Rec. Commission Industrial Section

DECEMBER

31 **NIRA Camera Contest,** entry deadline

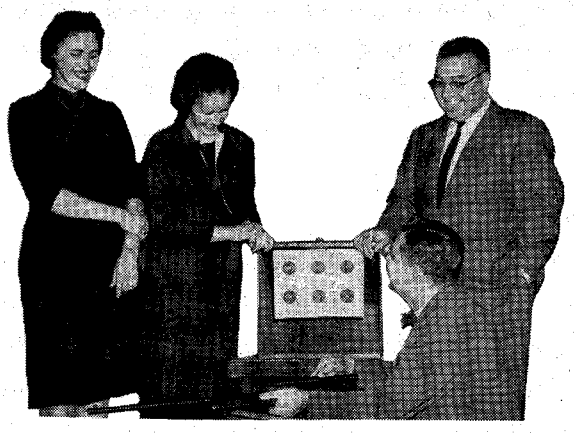
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roll it out . . . **TUCK IT AWAY**



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THE NATIONWIDE INSURANCE
GUN CLUB
COLUMBUS, OHIO
Sponsored by
NATIONWIDE INSURANCE ACTIVITIES ASSOC. INC.

Although it was just organized in 1958, the Nationwide Insurance Gun Club has already become one of the more active NRA-affiliated industrial clubs.

Members have participated in two NRA-NIRA postal matches, shooting rifles and pistols on both an individual and team basis. This annual tournament enables clubs to compete on their own range against other industrial clubs located throughout the country. Fired targets are returned to NRA for scoring and an official bulletin is issued, showing where each club placed in the national standing.

In addition to the NRA-NIRA tournament, the Nationwide club has held shoulder-to-shoulder matches with members of other nearby clubs, and has sponsored a light rifle match, a club championship match and a basic pistol course.

NRA is proud of its association with the Nationwide Insurance Company and salutes both the company and its employee gun club.

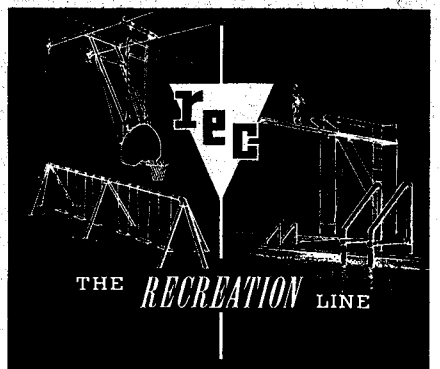
CLUB OFFICERS

James R. Kirk ..... President
Donald H. Ellsworth ..... Vice President
John W. Richards ..... Sec'ty-Treasurer
W. John Blackstone ..... Executive Officer
C. A. Whipple ..... Club Instructor

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor a NRA-affiliated club will be sent without cost or obligation.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



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High school coach for seven years seeks ind. rec. position. Holds B.S. degree in health, phys. ed. and rec. Company exp. Two years in minor league baseball.
CP23—RECREATION MANAGEMENT

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

For six years responsible for all recreation activities at Army headquarters incl. production of music and dramatic shows. Public relations experience. M.A. degree in communication arts, present Ph.D. candidate. Married, age 37, min. salary $7,200.
CP26—RECREATION MANAGEMENT

RM RECREATION READING

Playground Manual

CREATIVE PLAYGROUNDS AND RECREATION CENTERS, by Lederman and Trachsel, Recreation Book Center, 8 W. 8th St., N. Y. 11, N. Y., 176 pages, 309 photos, $12.50

Rich in ideas for designing and constructing equipment for the invention of children at play, CREATIVE PLAYGROUNDS demonstrates how 12 countries have tackled the problem of meeting the special needs of housing projects, public parks and older urban areas.

The authors are particularly concerned with recreation areas which assure both maximum safety to children and maximum utility.

While they provide estimated costs for construction and maintenance, they point out that successful recreational planning depends far less on money than on imagination and a talent for improvisation.

Official Little League

HOW TO PLAY LITTLE LEAGUE BASEBALL, by Mickey McConnell, director of training, Little League Baseball, Inc.; The Ronald Press Co., 15 E. 26th St., N. Y. 10, N. Y., 160 pages, 95 illustrations, $2.95

This is the official Little League book of instruction for boys starting out to play baseball and for the adults who supervise and coach them.

For the young ballplayer, the book includes 16 sections on how-to-do-it baseball with emphasis on the game's value in developing good attitudes of sportsmanship, teamwork, fitness and application.

For the coach, the book includes effective drills designed to hold the boys' interest while improving their skills.

Gun Club Bible

HOW YOU AND YOUR FRIENDS CAN START A GUN CLUB, Sportsmen's Service Bureau, 250 E. 43rd St., N. Y. 17, N. Y., 24 pages, 50¢

The complete "how-to-do-it" for organizing and operating a gun club, provides comprehensive answers to virtually all questions in its field.

In addition to club organization, costs, programming, trap and skeet layouts, the booklet discusses land purchases, lighting, building a clubhouse, purchasing equipment and supplies, insurance and numerous other considerations.

Volleyball Guide

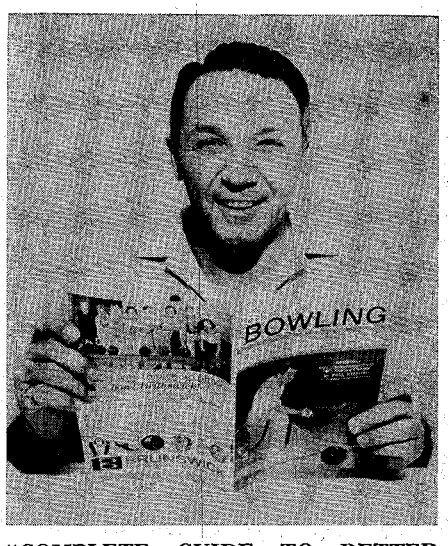
HOW TO PLAY AND TEACH VOLLEYBALL, edited by J. Edmund Welch, National Recreation Association, 8 W. 8th St., N. Y. 11, N. Y., illustrated, $3.75

The first complete, authoritative book on America's fastest growing sport, the 3rd most popular team sport in the world. Scores of diagrams, illustrations and action sequence photos teach the game's fundamentals, the best proceedures for conditioning, training and officiating.

Archery Programming

A WORKABLE ARCHERY PROGRAM FOR CAMPS, The Archery Institute, 716 N. Rush St., Chicago 11, Ill., 12 pages, illustrated, 30¢

Created especially for summer camps, the booklet establishes a practical program for archery beginners which allows them to progress through a junior field course. The booklet lists necessary equipment, safety rules and junior field course layout. Both individual and team competition programs as well as the fundamentals of team shooting are described in detail.



"COMPLETE GUIDE TO BETTER BOWLING," in its new, revised edition is admired by the subject of its cover photo, Buzz Fazio. Published by the Maco Magazine Corporation, the book is now available on newsstands for 75¢.

Get the most for your money ...and their morale!



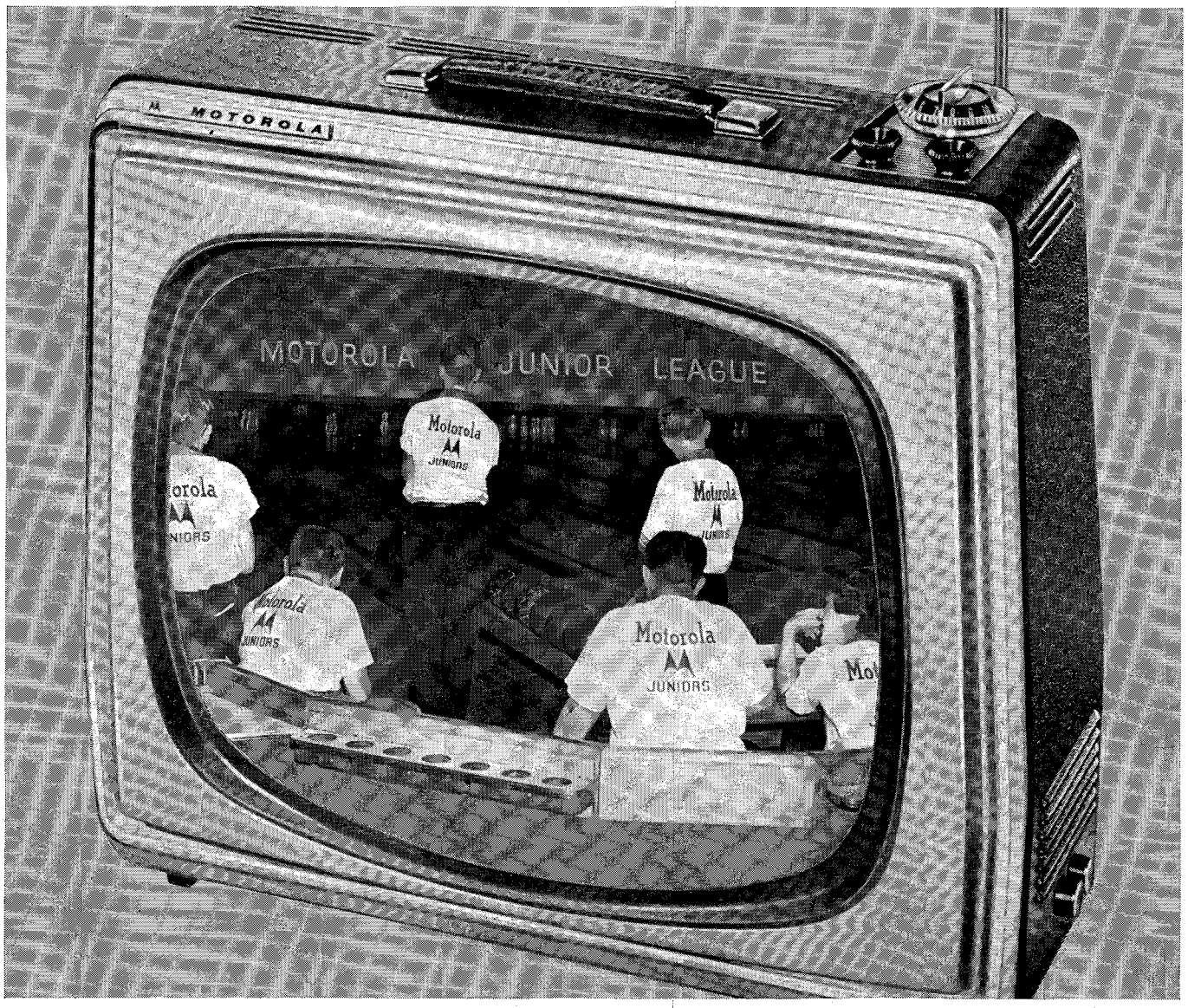
Shooting is rapidly becoming an important part of many company recreation programs. The reasons are simple: convenience, economy, participation. If land is available, a shooting program can be established at little cost, on a "bring your own gun" basis, if necessary. Employee interest runs high because any type of shooting is naturally exciting. In addition, it's not overly time consuming or expensive. Employees can shoot for an hour or so and still get home to an early supper. Hunters have a place for off-season practice, and experienced shooters naturally become the beginner's teachers. Teams and interteam competition quickly follow. Morale skyrockets.

Whether you're thinking of a rifle or pistol range, or trap and skeet fields, write to our Shooting Promotion Department for helpful information. Trained specialists will help you decide on the facilities and program best suited to your aims.

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BOWLING WORKS FOR INDUSTRY AND BUSINESS—One of a series of personal experiences by recreation directors on bowling leagues, and how they help build better employee relations and higher morale.



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We've made Motorola more than "just the place where Daddy works!"

Every Saturday morning, Motorola sponsors bowling leagues for more than 70 of our employees' youngsters . . . in addition to our regular 14 adult employee leagues.

Our total weekly expense is less than the company cost for any other major participation activity. Yet, we have more employees and their families getting to know each other, and having fun "thanks to Motorola" than we could any other way!

And, the relaxed, cheerful atmosphere of today's modern bowling center provides an ideal setting for employees and their families to form firm friendships—to find personal reasons for believing that Motorola is a good place to work.

We are sure that these new personalized feelings about our company and the people who work here give definite lift to employee relations and morale in general!

Sincerely,

Wally Dowswell

Recreation Director
Motorola, Inc., Chicago, Illinois

For detailed information on how bowling leagues boost employee relations for *your* company, write to: The BRUNSWICK-BALKE-COLLENDER COMPANY, 623 S. Wabash Ave., Chicago 5, Illinois.

BRUNSWICK

THE NO. 1 NAME IN BOWLING

SEPTEMBER 1960

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

PROMENADE TO *pleasure*



In this issue:

WHAT DOES THE ABC DO FOR ME?.....page 8
1,100 CHILDREN GO TO THE CIRCUS.....page 10
AGING HEROES STAR AGAIN.....page 12
PHOTO CONTEST'S MEXICO HOLIDAY.....page 14

BOWLING BUILDS A REAL TEAM SPIRIT!



...and AMF means bowling at its best!

Nothing builds employee morale like a friendly team spirit—and nothing builds a team spirit like bowling—the sport that can be enjoyed by everyone. Bowling helps new employees get acquainted, helps all workers build lasting friendships. Bowling's healthful exercise—keeps workers looking trim, feeling fit—makes them happier in their jobs. It's fun for the whole family...men, women, and youngsters learn quickly, and enjoy bowling right from the start.

At "Magic Triangle" bowling centers, you'll find the best equipment, the most helpful advice—everything you need to carry out a successful employee bowling program—everything to provide bowling at its best! If you haven't already made bowling a part of your recreation program, contact your nearest AMF "Magic Triangle" proprietor. He'll be glad to help you get started.

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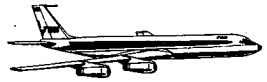
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TOP MANAGEMENT SPEAKS:

Of its many valuable services to industry

INDIVIDUAL RECOGNITION
and effective
COMPANY COMMUNICATION

are recreation's most important functions

Industrial recreation serves many worthwhile purposes: it promotes health, improves the working atmosphere, develops leadership ability, inspires personal satisfaction, heightens employee interest in company affairs, and makes possible recognition of the individual.

All are important. I believe the most important are recognition of the individual and the role that recreation plays as a communications media in enhancing employee interest in company affairs.

Recreation is a means whereby people can attain recognition apart from the mass. All of us need this basic acceptance by our fellows. We want to be someone—to be remembered, whether it's for our bowling score, the picture we paint, the part we play in the theater wing production, or whatever. It's important that we satisfy this inner urge for recognition. It doesn't mean just being a hero to our family. We want more than that. We want to be liked, to have other people do more than just say "hello." As our life becomes more automatic every day, this need becomes more acute. Recreation is one of the best ways to achieve this recognition.

I guess all of us in management are constantly looking for "the" way to keep everyone informed of our companies' approach to the business world. I wish there was "one" way, for when we have a new program it is often hard to reach our people. We use bulletin boards, company newspaper, public address system, management newsletters, and many other channels. No single one has peak effectiveness. Together they achieve a substantial impact, but even greater "get-through" is needed. The recreation program can aid mightily, mainly because the message is transmitted in an off-hour, relaxed atmosphere when supervisor and employee play together.

We all know how much good an employee will do for management, and for his fellow employees, in his own work area—if he is just given the opportunity. And "given the opportunity" means given the story.

Paternalism in administering the recreation program must be avoided. Provision of recreation activities is not just another form of giving. Management wants, expects and should get full mileage for what it spends, but the make-up of the program should reflect the employees' desires. Our program comprises more than 30 activities—activities that the employees have told us they want. A Recreation Advisory Council with an employee member representing each activity continually screens the program to follow the success and continuing desirability of each activity. Any proposed activity must be presented to the Council by the sponsoring employee group. Favorable action by the Council activates the activity if it can be fitted into the budget.

Speaking of budget, our employees spend three to four times the amount of money the company spends. This is the way they want it. This makes it THEIR program.

George Eastman, one of the first leaders in modern-day industrial recreation, states the case well: "What we do in our working hours determines what we have in the world. What we do in our play hours determines what we are."

Mundy I. Peale

President

Republic Aviation Corporation



MR. MUNDY I. PEALE is president of Republic Aviation Corporation, a director of several other large companies, holds executive posts in educational institutions, U. S. Savings Bond drives, Y.M.C.A., Boy Scouts and is Chairman of the Board of the Long Island Fund.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

SEPTEMBER 1960 Volume 3, No. 9

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IN OCTOBER R/M

ABC POLICIES

Second in the five part series on the American Bowling Congress explains the major ABC league and tournament policies and recommendations for smoother operation of industry's most popular participant sport.

WEEKEND PICNIC

Owens-Illinois Glass Co., Toledo, Ohio, brings its annual picnic up to date and converts it into a weekend holiday at a modern lake resort. The innovation appealed not only to families but to single men and women employees who usually passed up the former one-day company picnics.

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CHARMING member of CRA Square Dancing Activity exhibits basic movements taught in Convair recreation square dance classes.

by ART GILLIGAN
President, Convair
Recreation Association

DO PASO

It's no accident that square dancing has built up an enduring, popular appeal at Convair. Here's the complete program from basic instruction for beginners to special activities and entertainment

SAY! Mr. Recreation Director—would you like to latch on to an activity for your recreation program that would retain its popular appeal for a decade or more, that would keep an average of 200 families not just interested, but all out enthusiastic?

Well—why not add square dancing to your program? Why not profit from the success experienced by the Convair Recreation Association of Fort Worth, Texas?

For 11 years, square dancing has represented one of the most consistently popular activities of the many offered by the CRA. Every Thursday of the year, an average of 120 adults fill the ballroom of the CRA Clubhouse to capacity and for three hours toe-tapping music continues. Exuberant laughter, the clapping of hands, the eager response of the dancers to the patter of the caller, all these proclaim the high degree of this recreational form.

Ross Carney, (see cover) square dancing commissioner, counts 206 families on his mailing list. Note that unit of measure—families—for this is a family affair. Mom, dad and all the kids attend. The participation in many activities of necessity excludes the small fry, but Ross has developed a number of unusual methods for keeping the kids safe, close at hand and with the elimination of the parents' curse—the baby sitters' fee.

SPECIAL ARRANGEMENTS FOR KIDS

In adjacent rooms of the CRA Clubhouse, the youngsters are deposited for a night of movies (cartoons or westerns), art classes taught by a professional art teacher, table tennis games, comic books or, as a last resort, T. V. With this diversion available, mom and dad are allowed to relax and enjoy a night of dancing.

Square dancing, of course, is one of the oldest forms of entertainment in this young nation of ours. It originated in the backwoods country in the early 1700's. As the tide of territorial expansion moved westward, so did square dancing. Thus, the very same calls heard in Texas are readily understood in upstate New York or in California. Square dancing is international for it has spread to England, Japan, Australia and many other foreign lands. It is estimated that there are over 35 million active square dancers throughout the world.

Learning to square dance is comparatively easy, according to Ross Carney. There are 20 basic movements or patterns to follow. A list of these twenty movements is compiled and given to the novice the first night he is ready to take the plunge. (Copies of this list, "The Twenty Basic Movements of Square Dancing," may be obtained without charge by writing NIRA, 203 N. Wabash Ave., Chicago 1, Ill.) An instructor leads the pupils through these move-



CONVAIR CLASS learning the basic square dancing movements executes a "Grand Right and Left." In addition to the 20 basic movements, beginners are also taught some 60 variations of these movements.

ments, positioning them and correcting them as necessary.

Constant repetition of these movements during the first evening usually indoctrinates even the more awkward beginner, and from there on steady progress is maintained. Variations come later, enhancing the fun of the whole thing.

The CRA Square Dancing Activity generally hires a string band and a caller for its dances, however, an activity just starting out can do almost as well with recordings. Many recognizable melodies with a patter call accompaniment are on the market.

At this juncture, you might ask how does one learn the art of square dance calling. Ross Carney recalls how the whole thing started with him. Back in 1949, there was a radio program sponsored by the Ford Motor Company which featured American folk music including a number of renditions accompanied by a square dance caller. Ross listened, was intrigued, decided to do something about it.

He bought a record and began practicing calls to it. His enthusiasm mounted and before long, square dancing was introduced to the Convair Recreation Association's program. What abilities does a caller need? Ross says, "A good sense of that toe-tapping hoedown type rhythm, a little self assurance, patience and judgement."

SOURCES OF ASSISTANCE

In developing a square dance activity, there are many valuable sources of information and assistance. For example, a publication called *Beginners Basic Square Dance Calls* is published by Raymond Smith of Dallas, Texas. Another fine magazine on the same subject is Herb Greggerson's magazine, published in El Paso. *Sets in Order*, the official magazine of square dancing, is an excellent source of information in current recordings, solutions to problems, historical data on square dance melodies of the past, Patter calls, contributions and much more.

Most YMCA or YWCA's throughout the nation teach folk dancing which includes American square and round dancing.

Schools for beginner square dance callers are springing up throughout the country such as the one held by the Square Dance Callers Association of Southern California. The length of their course was 12 lessons of three hours duration. The first part of each lesson was a one hour lecture emphasizing timing, phrasing, diction, judgement, etc. The remainder of the session was devoted to dancing in which the students were required to call at least one dance. In summary, the few barriers to forming a square dance activity are surmountable; it can be done without difficulty.

In addition to some 50 Thursday night sessions during the year, Ross adds a little spice to the CRA Square Dance Program by holding special events. He couples the fun of square dancing with some gastronomical attraction such as a watermellon feast, a chili supper or a pie supper.

NIMBLE FEET AND A CLEAR HEAD

These special events are held on Saturday nights, and, as usual, the whole family attends. Intoxicants are banned at all square dance functions, not because someone might become obnoxious, but lack of coordination on one person's part in square dancing could spoil the fun of the others in the square.

In addition to dancing and good eating, these special events also feature some unusual entertainment. At a recent chili supper and square dance, the entertainment featured a shooting exhibition, Western songs by two professional Western artists who are employed at Convair, and a ballroom dancing exhibition by the 1959-60 CRA President and his wife.

SQUARE DANCE AT BREAKFAST

In the next several months, it has been planned to hold a square dance breakfast beginning at dawn and another occasion, a watermellon feast accompanied by a slide lecture on astronomy.

Well, Mr. Recreation Director—there you have it. The Convair Recreation Association Square Dance Activity of Fort Worth generates some 15,000 to 20,000 recreation hours annually. It has been an unqualified success for 11 years and shows no signs of ceasing to be one of the most popular and energetic activities of the CRA Program.



DANCERS can relax and thoroughly enjoy their night of fun. The group has developed several unusual methods to keep their kids safe, entertained and close at hand—without a baby sitter's fee.



GROUP in a "Star Promenade" receive instructions in how to do the "Fort Worth Two-Step" from Ross Carney (r), square dancing commissioner of the Convair Recreation Association and the group's self-taught caller.

what does the ABC do for ME?

First of a series of articles describing the objectives, services and policies of the American Bowling Congress

For bowlers who ask that question, here's an outline of the ABC's many services, its use of equipment certification and membership suspension to enforce high standards of the game

When he digs into his pocket for the ABC membership fee, a typical industrial bowler may well wonder, "What does the American Bowling Congress do for me?" He should wonder, and he should be able to find the answers.

But when, as reported by several industrial recreation directors, employees resent paying ABC fees, positive steps must be taken to retell the ABC story, to explain its objectives, policies and the values received for a nominal membership charge.

The very fact that bowling today ranks as the most popular industrial recreation activity is a solid tribute to the efforts undertaken by the ABC.

UP FROM THE BASEMENT

However, 100 years ago, the bowling picture was vastly different:

Cigar smoke clouded the damp air of the saloon basement, almost hiding the nine pins at the end of the uneven wooden lane. The local favorite picked up his wooden ball and took his position on the approach. Although he needed just three pins on this final roll to win the match and the cash prize, a glance at the hoodlums standing in the corner told him what he must do.

The ball left his hand, slipped into the gutter halfway down the alley and trundled into the pit.

Most of the 25 or 30 spectators in the crowded cellar moaned in their beer as they paid off their bets to the hoodlums.

The losing bowler wasn't always coerced into throwing the match. Just as often as not, he was in on the deal and shared the ill-gotten profits. This was the status of bowling in the mid-1800's.

Alarmed at what gamblers and unscrupled men had done to the popular pastime, legislators passed a law "prohibiting bowling at nine pins."

The sport lay dormant until 1895 when a group of bowling devotees revealed a plan to keep the game from passing out of existence. The law prohibiting "bowling at nine pins" could be circumvented simply by adding a 10th pin to the game. Scoring rules were modified, standards established and bowling began its comback under the supervision and regulation of the newly formed group which called itself the American Bowling Congress.

Today, the ABC has seen its child grow into the nation's number 1 sport with an estimated 22 million participants.

In addition to giving a ABC a major share of the credit for the game's very existence, every bowler benefits from his ABC membership both directly and indirectly every time he bowls.

The lanes, the ball, the pins and the annual certification of equipment according to Congress specifications are standardized. This has been possible only because of his membership in ABC and the local association.

A bond protecting his league funds and awards including recognition for the championship team and most improved bowler in each league head the long list of direct benefits.

More than 500,000 members every season receive some type of award from ABC. These range all the way from the award for a 300 game to the awards for league champs, most improved bowlers and the men who convert tough splits or score a triplicate.

The rules, with the attendant acceptance of Congress interpretations and decisions in controversies, become an equally vital benefit to every member. This group of services protects his interests in league and tournament competition and gives him a vital source of counsel when problems arise.

Such a service may seem somewhat intangible to some—that is, until needed. Then, like the city fire department, it is priceless.

ESSENTIAL BOWLING TOOLS

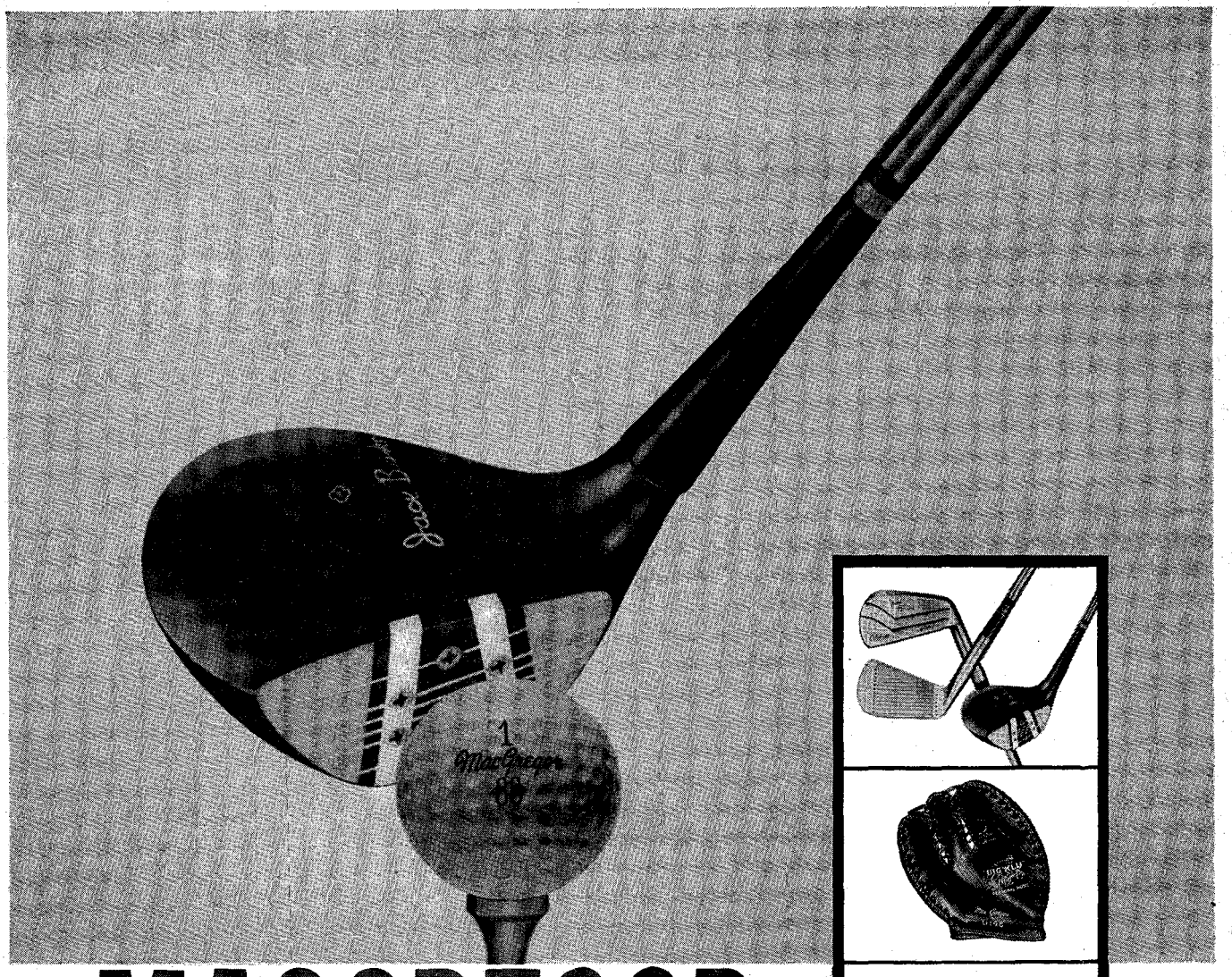
Thus, the services ABC provides each league, such as rule books, handicap manuals, model league constitutions, average calculators, schedule codes and other equipment are simply the added tools essential to helping each member and his fellow bowlers get the fullest possible satisfaction out of the game.

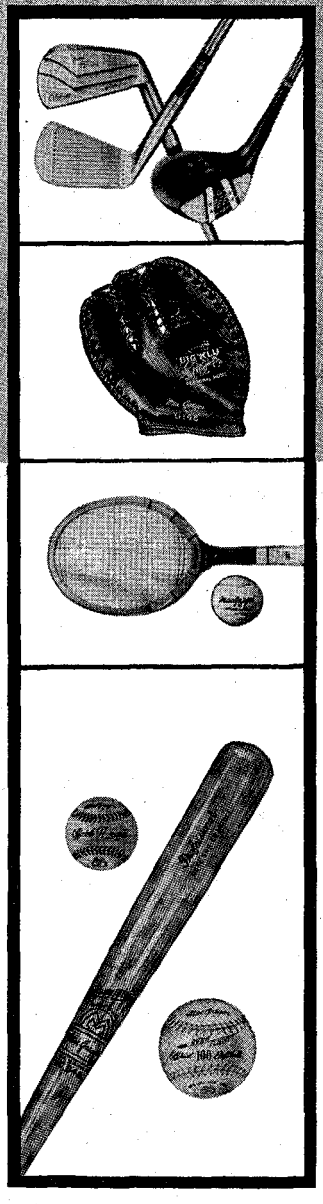
ABC rules and specifications have brought about the standardization for tenpin equipment that is so vital to any industry. This is augmented by the certification service under which the local association inspects the establishments to make sure equipment complies with the specifications.

These inspections cover a variety of examinations, including gutter depths,

continued on page 17

Look for the following articles in this special series on the American Bowling Congress to be published in consecutive issues of RECREATION MANAGEMENT: "ABC Recommended League and Tournament Policies," "The ABC's Stand Against Mailographic Tournaments," "Give the Amateur Bowler a Break," "Whose Side is the ABC On?"





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Tired but happy—sure sign of a successful trip

30 buses . . .

1,100 children . . .

Go To Th

by T. M. Kudzy and C. H. Hamilton

IBM-Kingston finds day trips the successful formula for program balance and flexibility

Transporting a group of over 1,100 nine through 17 year-old children to the Ringling Brothers' Barnum and Bailey Circus at Madison Square Garden in New York City, 100 miles away, is no easy task. However, this was the problem confronting the IBM Club, an employees' association at the IBM Federal Systems Division plant in Kingston, N. Y., last spring.

Over 220 volunteer chaperones arrived to assure proper supervision of the children, and perhaps more importantly, return from New York with the same 1,100 children. One hundred ten IBM Club directors and committeemen, who are elected each year by the plant employees to encourage and promote interest in recreation, promptly responded to the task. One hundred additional employees volunteered to assist in this mass movement.

Parents brought their children to the plant parking lots at 9:30 a.m., where committeemen and volunteers started to load the children into buses. Each child was tagged, indicating his name, bus number, and his chaperone's name. Rosters, listing children on each bus were prepared in duplicate, one for the bus supervisor and one to remain at the plant. One chaperone was provided for every five children and one supervisor was assigned each bus.

Almost every available bus in the Kingston area was chartered. After loading had been accomplished, the 30-bus caravan stretched nearly a mile as it started on the New York State Thruway toward its destination.

Enroute to New York, bus supervisors distributed lunches which had been prepared the night before by the Plant Cafeteria personnel. Past experienced indicated that a box lunch of a meat sandwich, fruit, pastry, and milk was sufficient, and still permitted the children to indulge in the usual consumption of circus fare.

When the caravan reached New York, city police cooperated by assisting the bus drivers in maneuvering through traffic to Madison Square Garden. Sections of seats had been reserved several months in advance, and within minutes the children were in their seats to see "The Greatest Show on Earth."

Elephants, lions, clowns, and flying trapeze artists proceeded to delight the children in spite of their frequent journeys to the concession stands. Each chaperone however, was equal to the task of watching his charges and at reloading time all children were "present and accounted for."

The circus day ended for the tired youngsters at 8 p.m., when the last child was picked up by his parents at the IBM Plant. Weary supervisors and chaperones thankfully headed home with a feeling of satisfaction that can come only from helping youngsters through an exciting day in their lives.

Many of these children in this age group were veteran travelers, having been on previous day trips also sponsored by the Kingston IBM Club.

In similar programs in the past, over 1,000 children and chaperones made a trip to the Garden where Roy Rogers starred in the World Championship Rodeo, and 500 youngsters watched the New York Yankees battle the Boston Red Sox at Yankee Stadium.

Exciting trips to the Bronx Zoo and the historic Baseball Hall of Fame at Cooperstown, New York, 120 miles away, were also taken by 850 children.

Trips for the younger children (4-8 years) to such places as the famous wild animal Catskill Game Farm, 30 miles from Kingston, and nearby state parks proved educational and entertaining.

Planning such recreational programs for 5,300 employees and their families is the prime responsibility of the IBM Club. Although there are no extensive country club facilities at Kingston, there were over 65,000 participants recorded in the various activities in



Lions, clowns, trapeze artists delighted kids and chaperones alike.

Circus

1959. After five years of plant operation, planning a year's average basic program, which includes approximately 50 softball teams, 230 bowling teams, 48 golf teams, and 24 basketball teams, is at last becoming almost routine.

Add to this the challenge of organizing many and different summer activities for 3,700 children ranging in age from four to 17 years, and the need for periodic day trips becomes apparent. These trips seem to provide just the right balance for a solid recreational program.

Day trips such as these provide a great degree of flexibility in the recreation program. This flexibility is not always possible by making capital expenditures for facilities. Each trip can be geared to fit the age level of participants and again, considering the cost factors, can be expanded or reduced. Trips to the circus, museum, and zoo provide not only entertainment for the children, but educational benefits as well.

IBM Club Directors and Committeemen are unanimous in their feeling that these trips have achieved great success. The truth of this is reflected by the enthusiastic endorsement of the parents and, perhaps more importantly—3,700 exuberant children.



Loading the 30-bus caravan

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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Slow break basketball

AGING HEROES STAR AGAIN

Simple rule variations slow down a fast game and create an active sport for aging stars and inexperienced players

In basketball, an old man is 26 years of age.

Despite a true love of the game, despite a sincere desire to stay physically fit; short breath, added weight and wobbly legs soon force the once-a-week player to give up his favorite sport.

Yet, most other winter sports don't quite fill the bill for the man who wants an activity that offers fierce competition, team work and physical exertion.

Consequently, many recreation directors have taken another look at basketball. Like Donald I. Hamrock, recreation director, Civilian Welfare Fund, Wright-Patterson Air Force Base near Dayton, Ohio, they have found the answer in a simple variation of the game: slow break basketball.

Last season, the fifth since Hamrock started the program, Wright-Patterson operated two, six-team slow break leagues. Thus, with five, six-team fast break leagues and representative men's and girls' teams, slow break increased basketball participation at Wright-Patterson by almost 40% during 1959-60.

Unlike many attempts to change the rules of a game in order to broaden its appeal, slow break basketball destroys none of the original game's attractiveness. It's still a fast game that requires skill, team work and endurance, though to a less degree than regulation basketball.

The basic difference lies in the adoption of the six-second rule which requires that when a team gains possession of the ball in its back court, it must keep the ball in its back court for a minimum of six seconds. This brief period is just enough to kill off any possibility of a fast break, give the defense a chance to recover and substantially lower the rugged requirements of speed and endurance demanded by regulation basketball.

Slow break retains the regulation 10-second rule so there is no possibility that a team can "freeze" the ball in its back court. Regular basketball rules are in effect when the offensive team has the ball in its fore court.

The only other major difference under slow break rules is that the defensive team may not guard the offense while the six-second rule is in effect, i.e., until the offense brings the ball into its fore court.

When a team gains possession of the ball in its back court as the result of a rebound, jump ball or pass interception, the six-second rule goes into effect only when that team has clear control of the ball.

When a team takes the ball out of bounds in its back court, the six-second rule goes into effect immediately and the defensive team cannot interfere with completion of the throw-in pass.

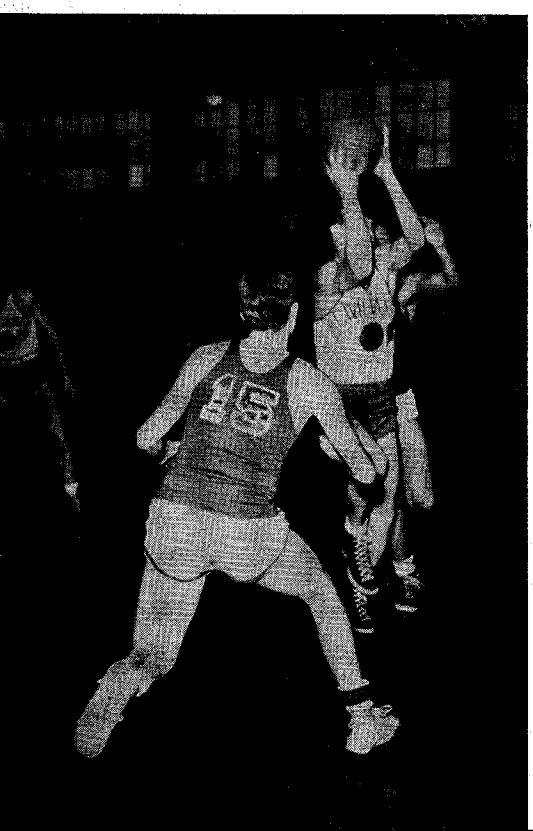
The last two minutes of a slow break game are played under regular rules.

MONITOR AGE AND SKILL

Although there are no age qualifications in Wright-Patterson's slow break rules, this aspect is monitored very closely; limiting the number of men under 26 on any one team and screening out any sharp players.

The two leagues are classified as Class A and Class B with an attempt to keep the better players in Class A and thereby achieve two well balanced leagues.

FAST ACTION is as much a part of slow break basketball as it is in the regulation game, yet its demands on speed and endurance are not as severe.



1960 WRIGHT-PATTERSON AFB SLOW BREAK

1. Six-Second Rule. If a player gains possession of the ball in his back court, he must pass it immediately to a teammate. After this pass has been completed, the 10-second count begins, and the defensive team may in no way try to intercept the ball or guard any man on the offensive team while in his back court. The offensive team must take a minimum of six seconds and a maximum of 10 seconds in its back court.

If a team gains control of the ball in its fore court as a result of a rebound or intercepted pass before the offensive team completes that pass, play continues without interruption. In any situation resulting from a jump ball, rebound or pass interception that a team takes possession of the ball in its back court, slow break rules (i.e., the six-second rule) will be in effect.

Whenever the offensive team has the ball out of bounds in its back court, slow break rules will be in effect. *In this case, no offensive man can be guarded so as to cause interference with the throw-in pass of the completion of such a pass.*

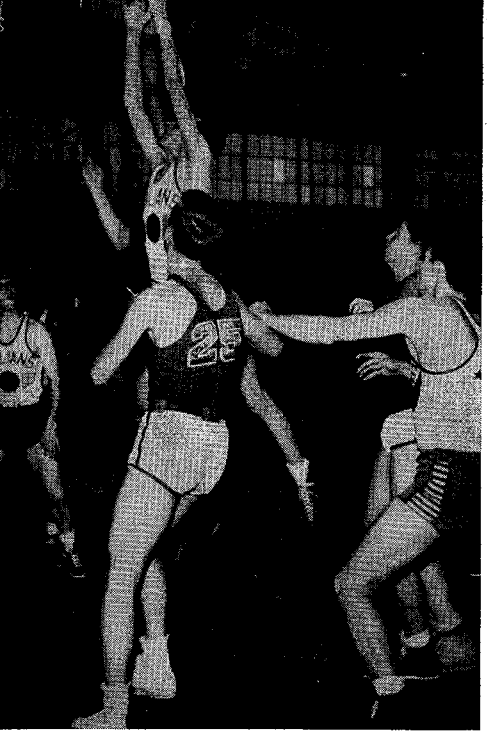
A throw-in from direct center court may be passed to a player whether in the back court or the fore court. Rules apply accordingly: six-second rule in the back court, regular basketball rules in the fore court. A ball thrown in from out of bounds in the fore court may be thrown into either court.

2. Violation of Six-Second Rule. If the defensive team attempts to guard the offensive team or intercept the ball in the back court after the initial pass has been made and completed (offensive team has control of the ball), a technical foul will be called against the defensive team. After shooting the foul, the offensive team will take the ball out of bounds at center court.

If an offensive team member deliberately throws the ball to a defensive man in the offensive team's back court, the defensive team will not be penalized but will be awarded the ball at center court.

3. Time of Game. The game consists of two 16 minute halves. The time keeper will not stop the clock during the 10 second retaining period.

4. Two-Minute Rule. The last two minutes of all slow break games will be played according to regular basketball rules. The time keeper will be responsible to stop the



UNDER THE BASKET slow break looks like any other basketball game. Only in the back court do the rules differ.

Hamrock has found that the average age of his slow-break players is about 34 with a few men over 40, and a few men (inexperienced players who work in the same unit from which the team is formed) are in their mid and late 20's. Thus, in addition to keeping basketball enthusiasts active a few more years, slow break has proved its value to recreation by attracting many non-participants to the game. Most of Wright-Patterson's slow break players have had no high school varsity basketball experience.

BASKETBALL RULES

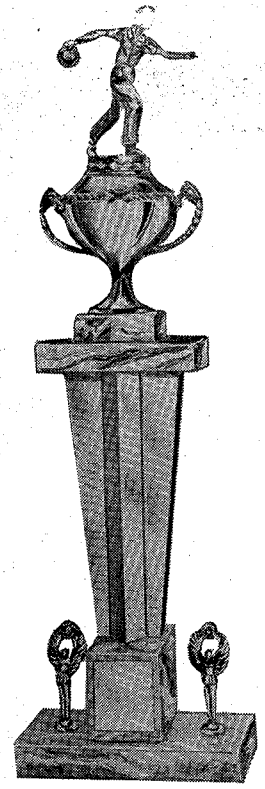
game closest to the two minutes which remain. He has the authority to stop the game at the nearest dead ball or an out of bounds team has gained possession of the ball in its ball, after a basket has been made, after a back court. The officials will then notify both teams that the rule is in effect.

5. Overtime. If the score is tied at the end of the second half, play shall continue without change of baskets for one or more extra periods with a one-minute intermission before each extra period. The length of each extra period will be three minutes with the last two minutes played the same as the last two minutes of the regular slow break game.

6. Free Throws. The bonus rule will be in effect after a team has committed its sixth foul in a half.

7. Schedule. A split season will be played. If the same team does not win both rounds, a one game play-off will be held between the first and second round winners to determine the league championship.

8. Supplemental Rules. In order of precedence slow break rules will be in effect followed by the regular Wright-Patterson AFB rules and then the National rules.



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National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.

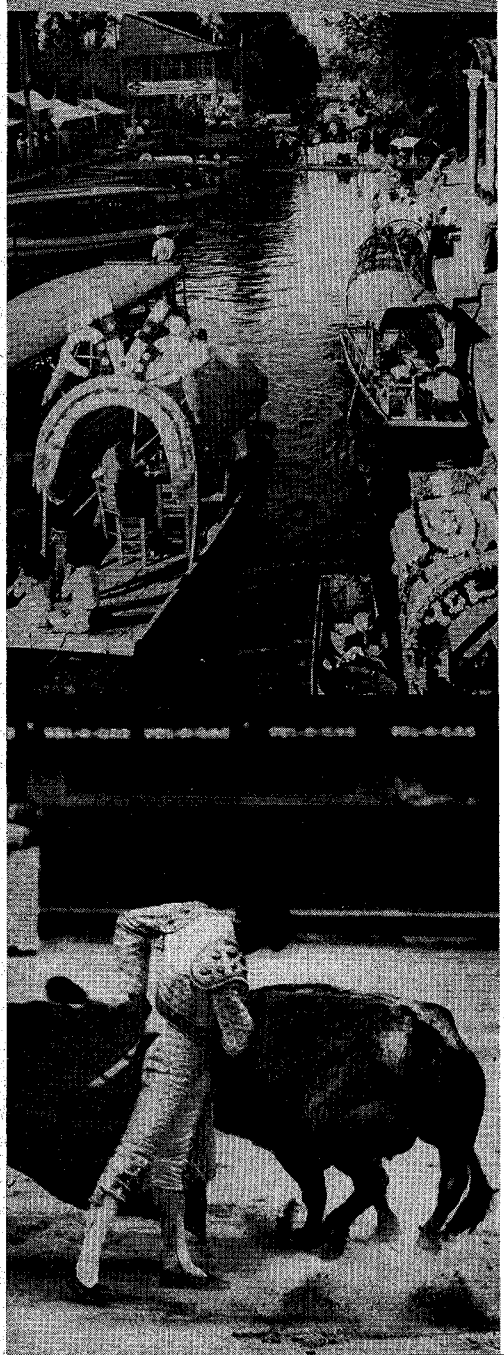
Employee photo contest

FIRST PRIZE

Expense-paid trip to...

Mexico

One week for two with all expenses paid including air transportation awaits winner of NIRA amateur photo contest



Here's a sneak preview of the festive Mexico Holiday especially prepared for the winner of the NIRA Employee Photo Contest by Happiness Travel Service. Check the rules (below), read about other prizes and get that camera clicking.

1st day . . . Arrive Mexico City in the early evening. You will be met, assisted through customs and transferred to the Hotel Alffer where twin bedded room with private bath is reserved. Dinner at your hotel.

2nd day . . . Xochimilco and the Bull Fights. A car is at your disposal this morning (Sunday) for attending services of your choice. A truly festive day with a visit to the floating gardens at Xochimilco (see photo at left). As your boat, covered with flowers of every hue, is poled through the canals which wind around the island gardens, you understand the reason for the world fame achieved by Xochimilco.

Luncheon follows at a leading restaurant such as the Swiss Chalet . . . then on to the bull fights. From your reserved seats which are provided, you watch the traditional ceremonies, the entrance of the matador and his retinue, garbed in their beautiful costumes, and thrill to the never-to-be forgotten spectacle of man against brute animal.

3rd day . . . Seeing the Sights of Mexico City. After breakfast, you will be escorted by an expert English-speaking chauffer-guide on an all-inclusive sightseeing trip. You will see the business and residential districts, the National Palace, Cathedral of Mexico, historic Plaza de la Constitution. You'll visit Chapultepec Park and Castle, and your sightseeing in this city of fantastic contrast will be climaxed by a visit to University City.

The balance of the day is free so you can shop or just browse through the many markets for which Mexico City is justly noted—where you can buy silver, leather goods, baskets, pottery—the many items of Mexican artistry which are so colorful and attractive.

4th day . . . Taxco, famous for silversmiths, a "shutterbug's" delight. This morning you will experience a spectacular drive over the south Sierra Madre to Cuernavaca, where you will admire the glamorous profusion of tropical flowers tumbling over walls and fences.

You will visit the Palace of Cortez, the famous Cathedral, the Borda Gardens and the colorful market place. Then, continue your interesting drive until you see lovely Taxco, high upon the sierra. You will stay overnight at the Rancho Telva.

Summary of Contest Rules

Eligibility: this contest is open to any amateur photographer employed by a NIRA member company or branch and to members of that employee's immediate family.

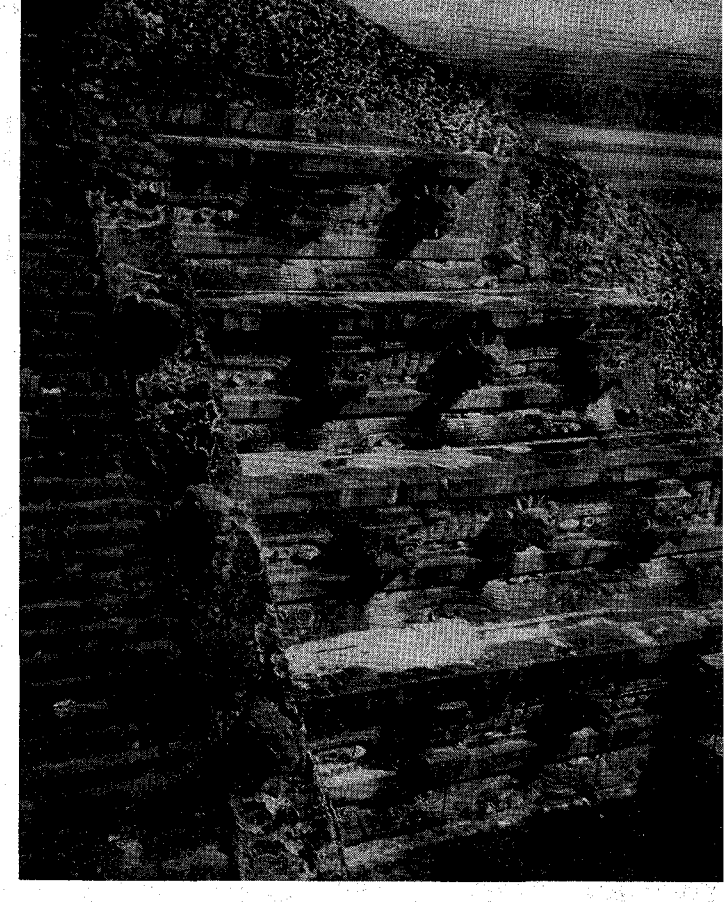
Deadline: Entries may be submitted at any time prior to midnight Dec. 31, 1960. Photos may have been taken at any time during the calendar year.

Types of Photos: Black and white photos only. No print or enlargement more than 10 inches in its longest dimension. Developing and printing may be done by a photo-finisher but no artwork or retouching is permitted on prints or negatives.

Classes of Entry: Two classifications, Open Division (no restrictions on subject matter) and Recreation Division (shots taken of any phase of the contestant's company recreation program).

How to Enter: No entry fee or official entry form is required. Merely print on the back of each photo the entrant's name, address, name of company and its recreation director. State whether photo is to be entered in Open or Recreation Division. Each entrant may submit as many photos as desired but will not be eligible for more than one prize. Mail photos to: National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.





5th day . . . In Taxco. A leisurely breakfast at your hotel. Time to browse around this charming village (photo, above left). Then back to Mexico's scenic wonderland for a short drive to Lake Tequesquitengo, arriving in time for luncheon.

You will have lunch at the delightful Oasis Club, overlooking another panorama of beauty—the sight of the hidden city. Soon, you are on your way again, heading for exciting Mexico City.

Dinner at your hotel.

6th day . . . Shrine of Guadalupe and the Pyramids. After breakfast, you'll visit the famous Basilica of Guadalupe, shrine of the patroness saint of Mexico and Catholic America. Pilgrimages are made to this shrine by people from all over the world.

The Square of the Americas, the Chapel of the Roses and many other interesting and historical monuments will be included in your tour. You will continue along the Pan American highway on your way to the Pyramids (photo, above right) at the Archeological Zone of Teotihuacan. Here, spread over an area of about eight square miles are some of the largest man-made monuments in the world which were built by highly cultured people before the Aztecs.

Then, you will return to Mexico City for luncheon. Because there is so much to do and see in this cosmopolitan capital, this afternoon has purposely been left free.

7th day . . . Homeward Bound. A day of leisure; time for last minute shopping; picture taking. Transfer to the airport for your flight home. You carry with you memories of colorful Mexico and its friendly people.

Employees of NIRA member companies compete for other valuable prizes, national recognition

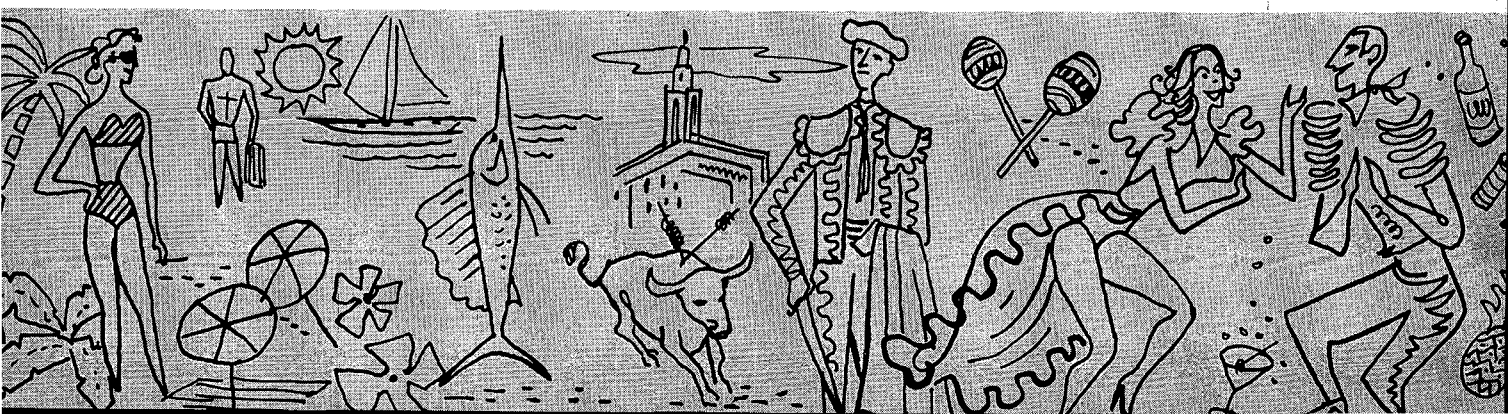
The winner of the Open Division (no restrictions on subject matter—see contest rules summary) of the NIRA Employee Photo Contest will be awarded this fabulous Mexico Holiday for two with air transportation, meals, lodging and sightseeing expense-paid.

In addition, a raft of other valuable prizes are waiting to be claimed by amateur photographers employed by NIRA company members. The second through fifth place winners in the Open Division will have their choice of the latest in camera equipment, film and accessories. Members of the winner's camera club will have the opportunity to accompany him on the Mexico Holiday at special rates.

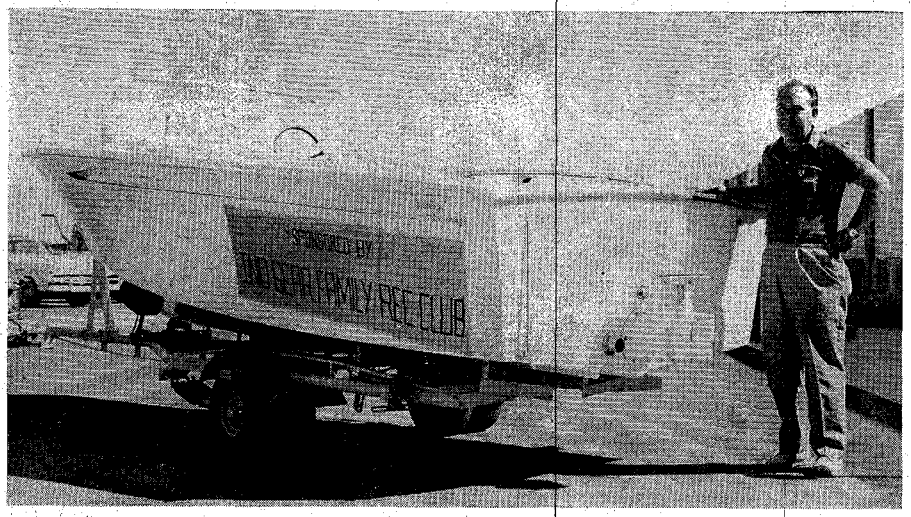
The winner of the Recreation Division (photo of any phase of his company's recreation program) will receive $25. value in his choice of photo equipment and supplies in addition to having his winning photo appear on the cover of the March 1961 issue of RECREATION MANAGEMENT in which all contest winners will be announced. His camera club will also be awarded dark room equipment.

The second through fifth place winners will receive their choice of camera equipment, supplies and accessories.

For complete contest rules, see page 10, Feb. 1960 R/M, the April NIRA Newsletter, or write: National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.



RM CANDID VIEWS



To increase their treasury, the Family Recreation Club of Indiana Gear Works, Indianapolis, Ind., raffled off this 18 ft. Buehler Turbocraft Jet, powered by a 135 hp. gray marine engine, and boat trailer. The raffle, a huge success, was held during the Club's Fourth of July picnic, the very day that the winner planned to start his vacation.



James F. Oates, Jr. (r.), president, Equitable Life Assurance Society, admires paddle that helped Equitable employee John Wolters place first in the Olympic kayak trials.



Temco Aircraft Corp., Dallas, Texas, employees' hobby exhibit took the first place trophy and the special attraction award at the Southwest Hobby Show held in the Fair Park building, Dallas.



New Officers of Greater Twin Cities IRC, LeRoy Gill (2nd from r), president, and Paul Haller (r), secretary, relieved their respective predecessors Tony Ettel (2nd from l) and Charles Hoyt (l).

Bowling, not baseball, is just as likely to be the subject of conversation among these three major league stars. The trio (l-r); Yankee left-hander Bobby Shantz, White Sox second baseman Nellie Fox and Yankee hurler Bob Turley; have all become proprietors of bowling centers in Chalfont, Pa.; Chambersburg, Pa.; and Bel Air, Md.



Ready to shuffle into action, some 80 members of the Babcock & Wilcox Co., Barberton, Ohio, Duplicate Bridge Club will open their third full season this month. The club has gained admittance into the American Contract Bridge League and climaxes the end of each season of card playing with a banquet and trophy presentation.



continued from page 8

distances between kickbacks and a levelness report on each lane.

The maximum tolerance on depressions and levelness, incidentally, is 40/1000 of an inch which is roughly the thickness of a dime.

ABC also provides a testing program for new equipment to make sure it maintains the basic scoring level of the game. All equipment meeting these requirements may be labeled and advertised "ABC Approved."

Although not usually considered a "service," as such, the ABC's power to suspend membership has played a vital role in elevating the game to its present high status.

The most frequent causes for suspension grow out of failure of officers to handle league funds faithfully. There were 101 suspensions for this reason alone during the 1959-60 season. Several of these came from industrial leagues.

Other major causes include falsification of averages for handicapping purposes; failure to pay league fees or distribute prize funds to teammates; bowling under assumed names; violating eligibility regulations in tournaments and a variety of activities classified under a rather general heading as being "detrimental to the best interests of the game."

Counting the foregoing 101 cases for financial shortages, a total of 293 members were suspended last season.

Several of these involved men found guilty of holding down their averages to obtain big handicaps for tournaments. The action prevented one team from collecting almost $7,000 in prize money from a series of tournaments.

CRASHES EMPLOYEE EVENT

One case involved a man who used an assumed name to enter an employees national tournament sponsored by a company for which he did not work. The action in this case also included the team captain and other team members who accepted the ineligible man in their line-up under the assumed name.

Another case featured an industrial league secretary who altered his own scores each week just enough to fraudulently qualify for the most improved bowler award in the league.

In still another, two men posed as blood brothers to enter a Brothers tournament for which they were not eligible. There was also the case of a bowler tossing a bowling ball at his opponent and several in which bowlers created disturbances during league play.

The rules provide for formal hearings and recommendations by the local association and decision by the ABC Legal Committee. Each defendant, of course, has the opportunity to submit information on his behalf and to be represented by counsel.

Although this phase of the work is not a pleasant task, it nevertheless is a vital part of ABC's responsibility to keep the game clean and fair.

Application for membership reinstatement proceeds in similar fashion with a review and recommendation by the local association and decision by the ABC Legal Committee. This Committee meets five times a year to consider cases.

Thus, with its many services and functions, the ABC serves all segments of the bowling family: bowler, proprietor and manufacturer. As a nonprofit membership organization, however, it has no jurisdiction over the commercial aspects of the game.

SALUDOS AMIGOS!

Anytime...

is a good time to visit Mexico



We trust all you camera fans will enter the NIRA Employee Photo Contest.

It will be our privilege to be the host to the winner on the trip to Mexico, the "shutterbugs" paradise!

For outstanding domestic travel
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individual and group vacations
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HQ USAF women's softball squad competes against other federal agency teams. Bowling and basketball are other top women's sports programs.

Operation Recreation

Recreation's test flight at Air Force Headquarters has rocketed into a balanced, widely diversified program

The Colonel addressed the board of officers seated around the table.

"Gentlemen, to summarize: we are going to be fun brokers. There is a lot a person can do in the Washington area. We simply must help our people find the things they like to do, and help them get started.

"Sure, they work hard and well, but it is a foregone conclusion that such concentration on the job will lead to fatigue and loss of efficiency. I believe a well run recreation program will give the Air Force a more efficient headquarters staff. So we will give it a test flight to see how it goes."

The test flight became an endurance flight.

The modest beginning planned by the Headquarters U. S. Air Force Special Fund Council at that meeting in 1955 quickly grew into a balanced, diversified recreation program.

In the Washington, D. C., area there are approximately 10,000 military and civilian personnel in Air Force headquarters assignments. Nine out of 10 work in the Pentagon.

From this potential, total participation during the program's second full year of operation hit 13,337.

Since then, the program has continued its rapid rate of expansion in keeping with its purpose to provide whatever form of recreation it is possible to sponsor on a group basis, provided there is a demand.

The Pentagon Playhouse, snow and water ski clubs, handicrafts, virtually all sports and many other specialized activities include among their participants novices and veterans, newly assigned stenographers and Air Force generals.

Naturally, the test of any program lies in whether it is producing the desired results.

Col. J. A. Brooks III, secretary of the Air Staff at the time of the program's inception, takes a practical view of this question.

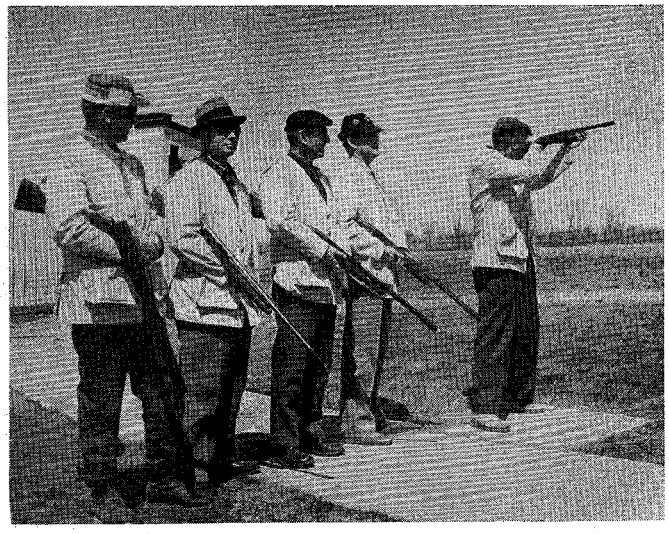
"I don't know of any yardstick or scales," he said, "that we can use to measure such intangible things as the benefits we derive from our recreational work. It is like the intangible factor of morale in a military command. It is there and good, or it is not there and bad.

"If morale is there, you have a tight, proud, efficient, can-do command. If it is not, you have a slip-shod, indifferent, maybe-do command.

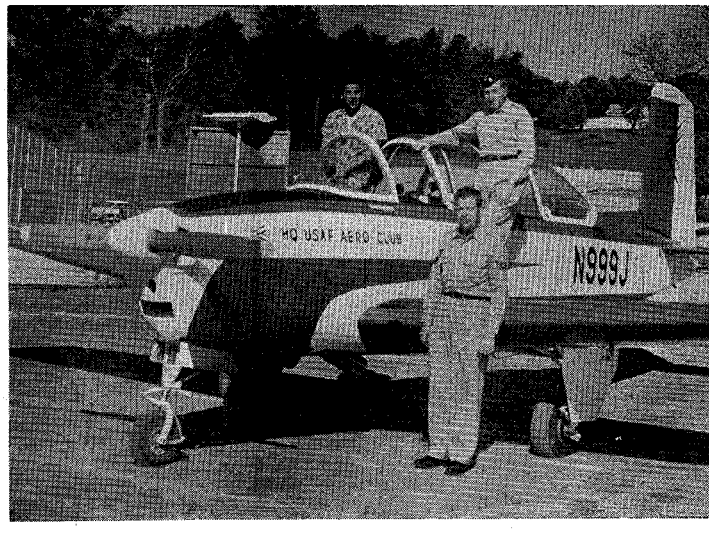
"We have to remember that the people who make up this Air Force headquarters during their hours of duty are still people when they are off duty.

"During duty hours they fulfill their responsibility to the Air Force. But we cannot simply dismiss them at the end of the day like robots. Whatever we can do to help them enrich their lives or to revive their energies is simply good management of a priceless resource of fine people.

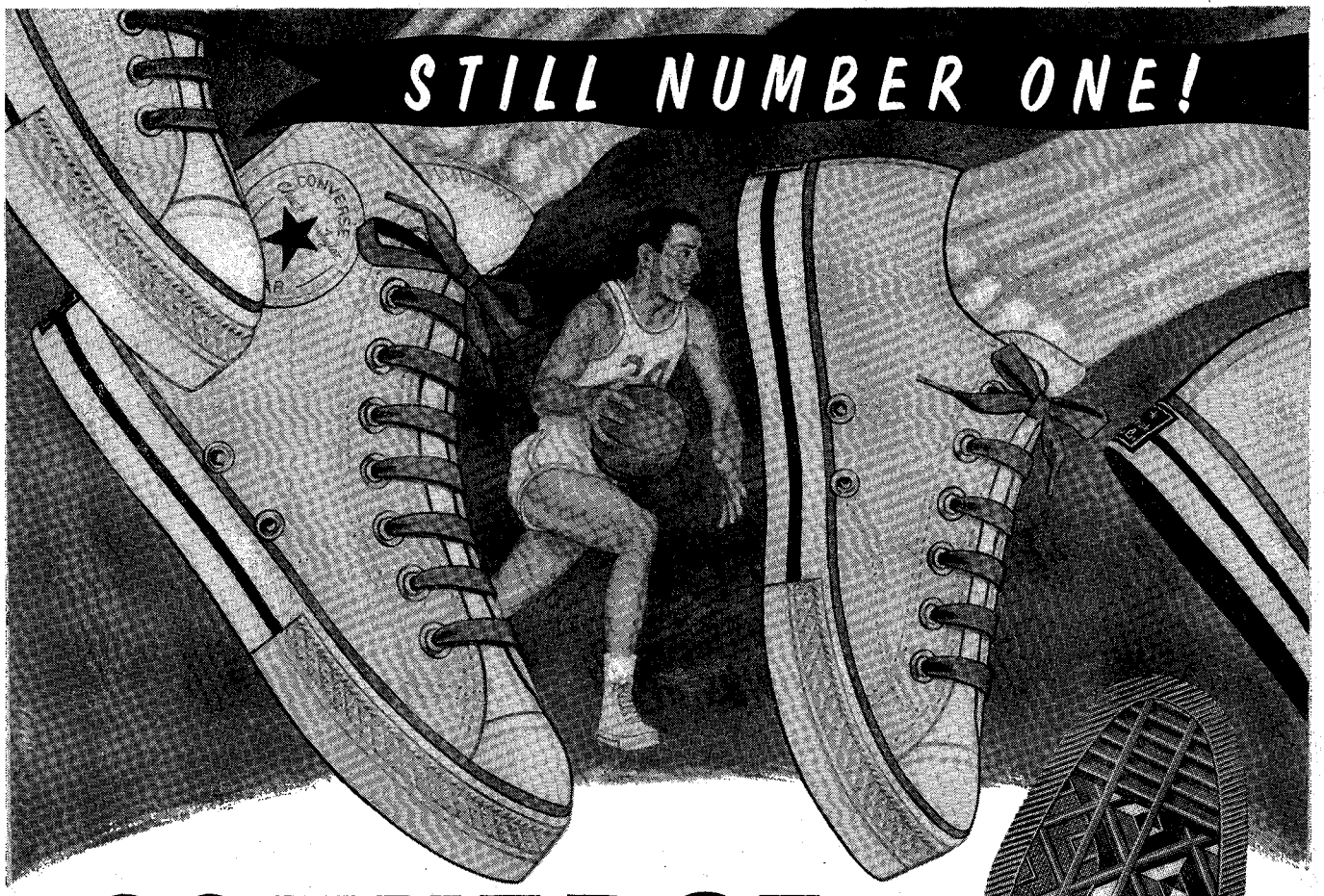
"I may not be able to measure the benefits, but I know they are there."



SKEET TEAM has won World Base Military Championships and other honors. Shooting program includes trap and pistol teams, Rod and Gun Club.



AERO CLUB, a natural for Air Force personnel, has well over 100 members, 10 aircraft and a number of FAA-qualified military instructor pilots. The Club is self-supporting.

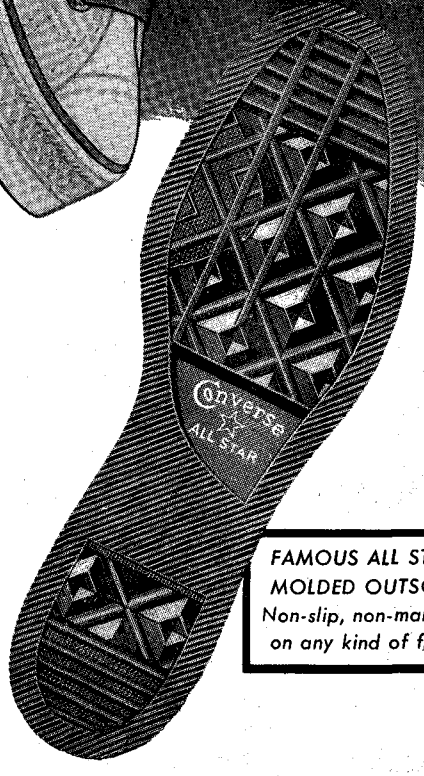


CONVERSE

'Chuck' Taylor

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FAMOUS ALL STAR MOLDED OUTSOLE
Non-slip, non-marking on any kind of floor

America's first true basketball shoe remains its best shoe . . . *specified by more coaches, worn by more players . . . the recognized leader for over 45 years.* Why? Because All Star soles are unmatched for traction that is needed for hairline stops, pinpoint pivots and break-away speed. And because All Stars offer game-long comfort, fatigue-free fit and durability found in no other shoe. Superior construction is the answer, including:

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MADE IN U.S.A.

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Last Call for Fishermen

Entries close Sept. 15 for both the Postal Division and National Finals Fish-A-Rama competition

Time is running short for NIRA company members to enter their employee fishing champs and their top catches of the season in the 3rd annual NIRA Fish-A-Rama for business and industry.

Held in two divisions, the Postal Contest and the National Finals on Kentucky Lake near Paris, Tenn., Oct. 7-8, the Fish-A-Rama augments employee fishing programs conducted by industry throughout the U. S. and Canada.

Entry deadline for both divisions is Sept. 15. Forms and complete rules may be obtained from the National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.

The postal division of the Fish-A-Rama will be conducted in eight different classifications with national winners named for the best catches of trout, bass, muskie, northern pike, walleye, salmon, pan fish and salt water fish.

Employees merely complete the official entry blanks with the necessary information on the fish caught (weight, length, type of bait, etc.) to be eligible for judging.

FINALS AT KENTUCKY LAKE

The National Finals will be held for the third straight year at Paris Landing State Park, Tenn., on the shores of Kentucky Lake. All entries will be furnished a boat, motor and an experienced guide for the eight-hour contest.

Fish caught in the National Finals will be evaluated both on weight and length with one point awarded per pound or fraction thereof and one point per inch or fraction thereof. This system puts bass and crappie fishermen on equal standing.

In addition a casting contest will test skill with the rod and reel. Each contestant will make two casts at each of ten targets for a maximum possible score of 100 points.

Then, points for weight and length of fish caught plus points scored on casting will be totaled to determine the National Finals Champion.

Any employee of a NIRA company member can enter the postal contest or the National Finals or both. Entry fees are nominal to permit as many employees to enter as possible.

The fee for the postal contest is $1.00 per individual entry. The entry fee for the National Finals is $25.00 and includes boat, motor, guide, Tennessee fishing license, welcome fish fry and awards banquet.

Wives and children of contestants are welcome with special rates available for rooms, meals and special events.

National Championship awards will be presented to the winners of each of the eight classifications in the postal contest and to the winner of the National Finals.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



The Bell Rifle and Pistol Club conducts basic marksmanship and hunter safety courses to promote gun safety, to stimulate interest in shooting and to acquaint other Bell employees with the activities of the club.

Competition for members consists of club matches, nearby NRA shoulder-to-shoulder tournaments and the annual NRA-NIRA Postal Matches. All home matches and practice sessions are held at a National Guard Armory range in Chicago. This 50-foot range has ten firing points for both rifle and pistol shooting.

Last May, the club sponsored its first Registered High Power Rifle Match at Great Lakes, Illinois. Additional matches are scheduled for this month and next month.

NRA is proud of its association with the Illinois Bell Telephone Company, and salutes both the company and its employee rifle and pistol club.

THE BELL RIFLE AND PISTOL CLUB

Chicago, Illinois

Sponsored by
Illinois Bell Telephone Company

CLUB OFFICERS

Joseph I. Brown . . . . . President
William D. Liphardt . . Sec.-Treas.
Clemens J. Brasky . . . Range Officer

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor a NRA-affiliated club will be sent without cost or obligation.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

LEADING THE WAY TO MORE SPORTS AND RECREATION IN AMERICA

THE ATHLETIC INSTITUTE

The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

Ace Carton Company
Adirondack Bats, Inc.
Albany Felt Company
American Box Board Co.
American Gut String Mfg. Co.
American Playground Device Co.
American Thread Company
American Trampoline Co.
Ashaway Products, Inc.
Associated Product Publications
The Athletic Journal
Atlas Athletic Equipment Co.

Bancroft Sporting Goods Co.
The Bike Web Company
Tom Broderick Co.
Brunswick Corp.

Calnap Tanning Company
Caron Spinning Company
Carron Net Company
Chicago Tanning Company
Charles F. Clark, Inc.
Coach and Athlete
Samuel Coane
Converse Rubber Company
Cook Specialty Company
Cortland Racket Company
Cosom Industries, Inc.
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John B. Davidson Woolen Mills
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Denkert, Inc.
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Dodge, Inc.
J. A. Dubow Mfg. Company
Dunlop Tire & Rubber Corp.

Empire Specialty Footwear Co.
Employee Recreation Magazine
Essex Rubber Co.

F. C. Feise Co.
Felco Athletic Wear Company
The Fish Net and Twine Company
S. B. Foot Tanning Company
Franklin Manufacturing Co., Inc.

The General Athletic Products Co.
General Sportcraft Co. Ltd.
The Harry Gill Company
Golfdom

Rubatex Div. Great American Industries, Inc.
Gunnison Bros. Inc.

Haartz-Mason, Inc.
Hanna Manufacturing Company
Harvard Specialty Mfg. Co.
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High Score International
Hillerich & Bradsby Company
Hoffmann-Stafford Tanning Co.
Hofran, Inc.
Alan Howard, Inc.
Hutchinson Bros. Leather Co.
Hyde Athletic Shoe Company

Illinois Mechanical Leather Co.
The Ivory System

J. B. Athletic Shoe Company
The Johnstown Knitting Mill Co.
Jones and Naudin, Inc.
Joyal-Van Dale, Inc.
E. P. Juneman Corporation

Arthur Kahn Company, Inc.

Lamkin Leather Company
The Linen Thread Company, Inc.

The MacGregor Company
Magnan Racket Corporation
Marba, Inc.
Marshall Clothing Mfg. Co.
Fred Medart Products, Inc.
The Mentor
Modern Jacket Company

National Baseball Congress
National Bowling Council
National Sporting Goods Assn., representing all its sporting goods dealer members.
National Sports Company
Nelson Knitting Company
Nocona Leather Goods Co.
Nonpareil Div. of The Gared Corp.

Oliver Bros.

Ben Pearson, Inc.
Pennsylvania Athletic Products
F. C. Phillips, Inc.
Post Manufacturing Co.

Powers Manufacturing Co.
Premier Athletic Products Corp.

Rawlings Sporting Goods Co.
Recreation Equipment Corp.
Red Fox Mfg. Co., Div. of Collum & Boren
Charles A. Richardson, Inc.
John T. Riddell, Inc.
Rockford Textile Mills, Inc.
A. H. Ross & Sons Company
F. Rulison & Sons, Inc.

Sand Knitting Mills Co.
Sawyer Tanning Company
Scholastic Coach
Scholastic Magazines, Inc.
Scoremaster Company
Scott Port-A-Fold, Inc.
The Seamless Rubber Company
Sears Roebuck & Company
Selling Sporting Goods
Sells Aerial Tennis Company
L. H. Shingle Company
Ed W. Simon Company
William Skinner & Sons
Southern Manufacturing Co. Div. of Russell Mfg. Co.
Southland Athletic Mfg. Co.
A. G. Spalding & Bros., Inc.
Sporting Arms & Mfrs. Institute
The Sporting Goods Dealer
The Sporting Goods Fair
Sporting Goods Products
The Sporting News
Sports Age
Sports Illustrated
Sports Review
Stall & Dean Mfg. Co.
Stowe-Woodward, Inc.
H. Swoboda & Sons, Inc.

Tober Baseball Mfg. Company

United States Rubber Co.

Victor Sports, Inc.
W. J. Voit Rubber Corporation

Walton-Wagner Corp.
Western Sporting Goods Review
Wheaties Sports Federation
Wilson Sporting Goods Company
Wigwam Mills, Inc.

Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

Group Plan Covers Vacations

A new personal accident insurance plan offered by General Electric will cover company employees when they venture out on the nation's highways and vacation spots—with more insurance for accidental death and dismemberment than they have had before.

The plan which provides accidental death and dismemberment protection in addition to that already made available under the General Electric Insurance Plan, has been arranged for GE employees with Travelers Insurance Company.

The entire cost of the additional protection will be borne by participating employees, but GE will absorb the cost of administering the program.

From Soup to Nuts with Roses

A unique vending machine (see photo) which can sell frosty cold drinks and piping hot hamburgers within inches of each other in the same cabinet—or other foods in a temperature range of around zero to 155° F.—will be introduced this fall.

According to its manufacturer, The Vendo Company, Kansas City, Mo., which has spent three years developing the model, "It's the most versatile piece of equipment in the history of automatic selling. By overcoming the problem of temperature variation within a single compact cabinet, we have broken the barrier of combination food service."

As an example of its versatility, chrysanthemum corsages and other fresh flowers such as orchids, gardenias and roses may be sold by the vendor.



FRESH CORSAGES can be vended from a new machine manufactured by The Vendo Company. Cold drinks and hot food, stored within inches of each other, may be sold from the same cabinet.

Venezuela Holiday: $299.50

To attract tourists, the Venezuelan Ministry of Development is subsidizing air fares to make a week's vacation in this potential Latin American tourist mecca a reality for only $299.50 per person.

The package, arranged through New York's Traveltyme Tours, Inc., includes round trip air transportation from New York to Caracas via LAV, the Venezuelan airline, in radar equipped Super Constellations.

The tour is split between Caracus and Maracay with additional sightseeing trips and time set aside for golfing, swimming (at no additional expense) and other activities. Full breakfasts and dinners are provided.

For group tours the same per person rate prevails with lunches, parties and a four-hour stop at Curacao thrown in.

One Cup per Customer

That American institution known as the coffee break became an established business practice on its merits as a booster of employee efficiency. Now, however, U. of Michigan researchers say its theraputic value is all a matter of timing.

They have found that coffee gives peak stimulation for a period of 2½ hours, starting 20 minutes after it is consumed. But if a second cup is taken during the 2½ hour period, its effect will be partly nullified.

Fisherwomen

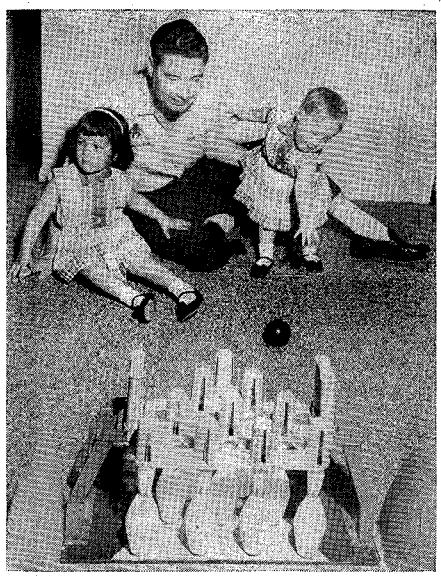
"These soft plastic lures appeal to women," said one of the 159 exhibitors at last month's record breaking Associated Fishing Tackle Manufacturers' exposition in Chicago.

"Although lifelike, they aren't messy. They tie right in with lightweight equipment, including spinning gear, to make fishing more attractive than ever to women."

This is one explanation of the boom in family fishing that has seen a manufacturer who recently moved into a 10,000 sq. ft. plant increase his personnel nearly 70% and go to a two-shift operation six days a week.

Use of plastics in fishing equipment is being increasingly extended to matched color rods and reels, light in weight, with especial appeal to women.

One exhibitor displayed 24 kt. gold plated fishing hooks, another had a life-like plastic night crawler with a simulated diamond choker, presumably for the more discriminate lunkers.



NEW BOWLING TOY, demonstrated here by Brunswick star Don Ellis and his daughters, features realistic bowling and pinsetter action on a miniature scale. As pins are hit, they pop up in the pinsetting frame from which they can be reset by hand motion. Price: $12.95, the Irwin Corp., 200 5th Ave., New York.

The Beach Bounces Back

According to *Business Week*, hotelmen believe that the worst is over for Miami Beach.

They agree that there's enough capacity for a while, that the handful of operators who speculated and bought hotels at inflated prices will be squeezed out. But the big hotels, which have solid first mortgages, should be able to ride out the storm.

Six hotels are involved in court proceedings including foreclosure suits, bankruptcies or corporate reorganization. And, attorneys reportedly are ready to file papers closing five more.

Nevertheless, the 1,000 room Fontainebleau is enjoying its lushest year and should gross $15 million, up $6 million from last year. Other big hotels which stress convention business also show big increases.

BENEFIT FROM NIRA membership services

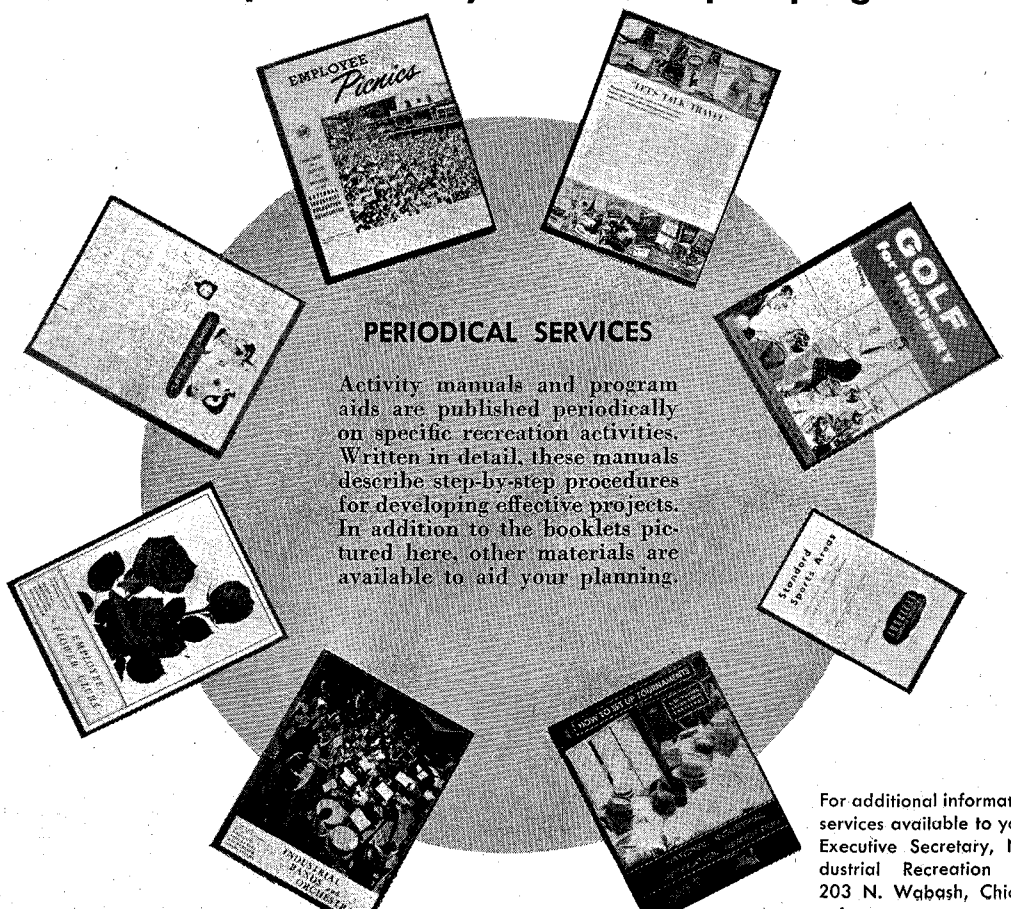
The purpose of the National Industrial Recreation Association is to promote, protect, foster and advance the interests of industrial recreation in which its members are engaged.



SEMI-MONTHLY SERVICES

Timely tips, new ideas, the latest developments in the field of industrial recreation are brought to you in monthly issues of RECREATION MANAGEMENT, the national magazine of recreation in business and industry, and the NIRA SERVICE PACK which contains the Idea Clinic, News Letter and President's Bulletin.

NIRA membership services help you get the job done using fresh ideas, expert advisory service, helpful program aids



PERIODICAL SERVICES

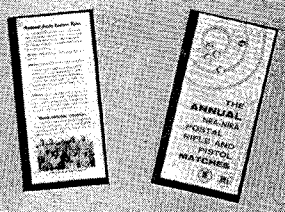
Activity manuals and program aids are published periodically on specific recreation activities. Written in detail, these manuals describe step-by-step procedures for developing effective projects. In addition to the booklets pictured here, other materials are available to aid your planning.

For additional information on NIRA services available to you, write the Executive Secretary, National Industrial Recreation Association, 203 N. Wabash, Chicago 1, Illi-

other valuable aids benefit your program



• ANNUAL CONFERENCE and Exhibit plus regional workshops provide idea exchange and problem solving by the top industrial recreation authorities in the nation.



• TOURNAMENTS conducted by NIRA on a national basis help provide stimulation for employee participation in their own company programs. In addition to fishing and shooting, other national tournaments being developed are golf and bowling.

• INSURANCE coverage and counsel for employee teams and directors is available through NIRA's special group accident insurance plan.

• ADVISORY staff service of industrial recreation experts are on call to help you with any special problem.

• RESEARCH studies of great value to assist you in judging the strong and weak points of your own program, how to increase participation and the latest trends in purchasing, safety, pre-retirement, planning, and travel as recreation.

More Employee Facilities

Latest of several new recreation centers to be built by industry for employees is the proposed Potomac Electric Power Company Recreation Center.

To include an 18-hole golf course, the center will be located near Dranesville, Va., in the greater Washington, D. C. area. Potomac Electric is making the land available and has authorized $250,000 for the project according to the National Golf Foundation.

A questionnaire regarding the center was recently circulated among the company's 3,300 employes of which 2,200 responded and indicated an interest in joining the planned recreation association that will operate the center.

Boeing Boom

The recreation staff at Boeing Airplane Company, Aero-Space Division, Seattle, Wash., has gone to a heavy over-time schedule to keep pace with their banner year in employee activities. Some of the highlights:

- About 6,500 fishermen participated in the annual Fishing Party conducted over two weekends. Boeing tied up all rental boats in the Seattle area as well as allowing 1,100 private boats in the contest. From the total prizes valued at $18,000, the winner received a completely equipped 16 ft. boat, motor and trailer.
- More than 9,000 people visited the 11th annual Boeing Employees' Fine Art Exhibit during its week long run in the plant cafeteria. A new category for professional illustrators employed by the company was added to the show which saw 100 artists display 300 pieces in all categories.
- Involving 150 people in planning and production, the Spring Concert played to 4,600 Boeing employees and families at the Seattle Civic Auditorium. New format centering around a night club theme utilized talent of all Boeing musical groups as well as the finalists in the Children's Talent contest and additional adult acts.

Contest Prize System

To provide the incentive to catch the big ones (see photo above) in its fish contest, the Hamm's Skylanders Club, Theo. Hamm Brewing Co., St. Paul, Minn., uses a unique, successful method of giving the winner his choice of merchandise prizes.

Specialized booklets catalog all prize selections. Monthly winners in the various specie classifications thumb through the booklets, pick out their prize and order it through the Skylanders' office.

First prize winners can choose from 94 selections ranging from crystal goblets, flannel slacks, wheel barrows and waffle irons.



NORTHERN PIKE weighing in at 21 lbs., 12 oz. and measuring 42″ was landed by Cliff Roden, bottler at Theo. Hamm Brewing Co., St. Paul, Minn., and immediately entered in the Hamm's Skylanders summer fish contest.

Second place winners pick from 50 selections which include a hair dryer, pen and pencil set, electric coping saw and scotch oven.

One Company's Share

U. S. citizens spend about $43 billion a year for recreation. If that figure is too staggering for comprehension, The B. F. Goodrich Company, Akron, Ohio, has brought it into perspective.

Based on the average American's expenses, BFG employees alone spent a whopping $10,700,000 on recreation last year.

According to the report, the employees of this single company spent $1,362,000 on non-durable toys and sports equipment during 1959. Biggest slice of the BFGers' recreation budget went for $2 million worth of radio and television receivers, phonograph records and musical instruments.

Bull Market For Clubs

Investment clubs which began sweeping the country a number of years ago have gone far beyond the fad stage and appear firmly established on the leisure-time scene.

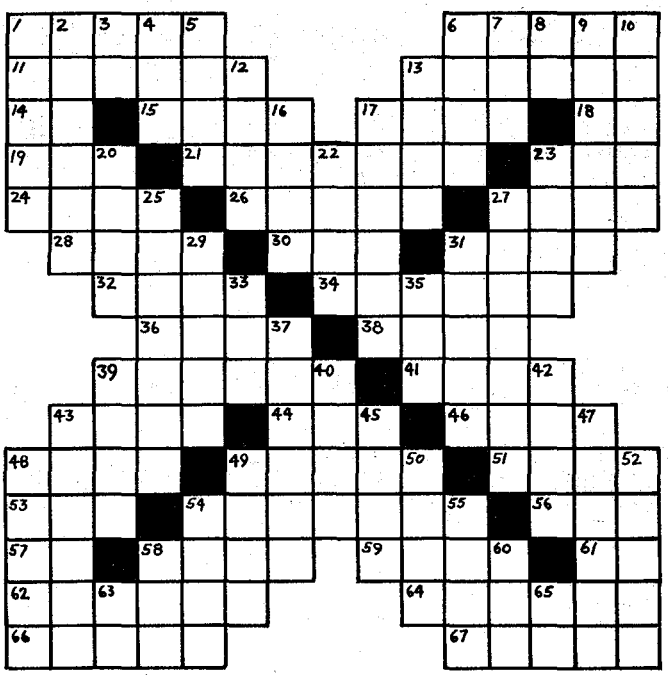
According to a New York Stock Exchange survey, the number of clubs has more than doubled since 1957, from 8,100 to 20,100, while investments have tripled from $54 million to $160 million.



BOEING EMPLOYEES' 11th annual Fine Art Exhibit attracted more than 9,000 viewers during its one-week run in the plant cafeteria. A total of 100 employee-artists displayed 300 pieces at the exhibit.

Crazy-Word

Don't strike out on this special baseball puzzle. There are a few curves and plenty of change-ups. Answers on page 26.



A HAPPY HOBBY

ACROSS

1. Blows his chance at bat
6. Show-me boys
11. Necessity for horseback riding
13. Bullpen function
14. Where the jets go
15. What lambs pick up
17. City boys don't
18. Walk out
19. Durocher
21. Fly swatters
23. Short call by golfer
24. Santa Claus's first name
26. Pitcher's pinnacle
27. If you have this you can't steal
28. Pretty scratch
30. Pitch a curve
31. Slattern
32. What lemons are
34. About an important event
36. Poetic man-traps
38. Big ditch
39. Baseball's paradox—if you do, you don't
41. Prisoner's need
43. Miss Muffet's liquid diet
44. A place for a ring
46. What a base runner can't use in his feet
48. A bridge set
49. Slow burns
51. What umpires face each game
53. First of the first
54. First prize
56. Inevitable visitor to any playing field
57. Brave Mathews
58. Low singers who stopped A Little Too soon
59. What a baserunner hits
61. Hamlet's short quandary
62. The big time
64. Baseball fans
66. Goes on the wagon
67. You can't criticize if the player does this

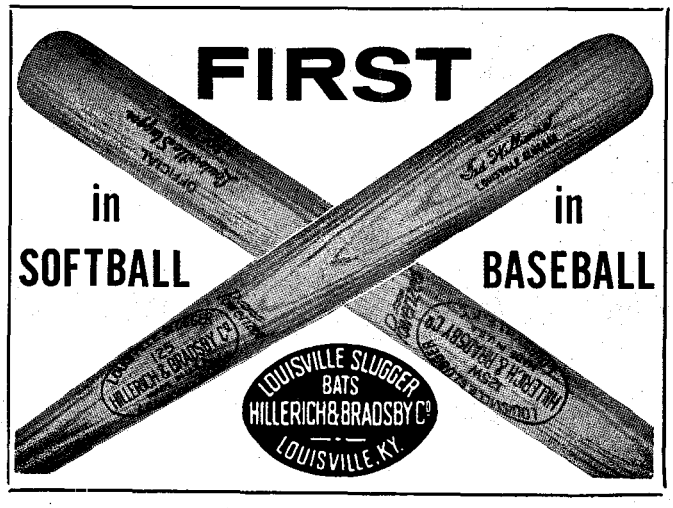
DOWN

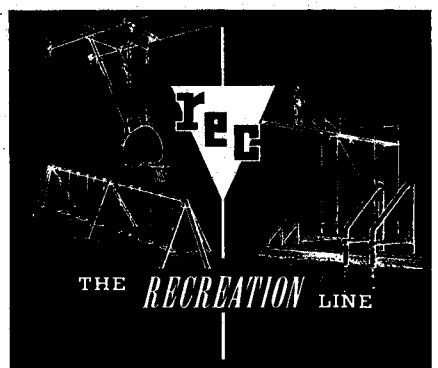
1. Act like a mule
2. Meat head
3. Khrushchev's answer
4. Watering place
5. Backward rolls
6. American locomotion
7. Pitcher's prize asset
8. Good magazine
9. Team's parking only
10. Everybody ought to be a good one
12. English locomotion
13. Place to visit a sick friend
16. Scrambled oats
17. Hitter's targets
20. Peach, tar and bear
22. It covers the field
23. Over ripe chicken
25. Phil Rizzuto
27. The man you need when junior plays ball
29. The way Arthur Murray teaches dancing
31. The hard way to make an easy living
33. Adam scored when he made this confused donation to Eve
35. You made the team, but that's all
37. They come in hanks
39. Evil companions are people to _____
40. Breadwinners do it
42. A secular pond
43. Mickey Mantle was a boy _____
45. Literate Bolshevik
47. A stand-in
48. Diamond setting
49. Gala Kismet
50. A little bit of a saucy child
52. Some people think these are a source of money
54. More
55. Like the sack dress, it allows for the waste
58. Woman's secret
60. It's high and rugged
63. Old crossword slow-poke, now top notch
65. Mixed up type

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity. The big ideas which do the job best are reported each month in R/M.





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Recreation equipment with engineered safety to meet the most rigid requirements.

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- Indoor Basketball Backstops
- Swimming Pool Equipment

Literature for each line available on request—please specify.

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bold face type, 25 cents each word
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Send for free catalog showing our exciting line of mosaic tile projects, plus many more excellent crafts articles.
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Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

For six years responsible for all recreation activities at Army headquarters incl. production of music and dramatic shows. Public relations experience. M.A. degree in communication arts, present Ph.D. candidate. Married, age 37, min. salary $7,200.
CP26—RECREATION MANAGEMENT

RM THINGS TO WRITE FOR

Lighting Guides

Three lighting charts have been released by General Electric to describe the proper floodlighting requirements of sports areas. Bulletin OLP-1015 describes proper mounting height for flood lights, Bulletin OLP-1013 gives the floodlighting design for a football field and Bulletin OLP-1014 gives the typical baseball field floodlighting recommendations and layout. Write: General Electric Co., Schenectady 5, N. Y.

Catch the Big Ones

Youngsters yet to fish for the first time and inexperienced anglers will get some helpful tips from "How to Fish Like an Expert," recently published by the U. S. Rubber Company.

Authored by Chuck Schilling, angling editor of *Florida Wildlife,* the booklet stresses sports fishing, sportsmanship, conservation, anti-litterbugging and wilderness values.

Copies may be obtained free from Fishing Books, U. S. Rubber Company, Rockefeller Center, 1230 Ave. of Americas, New York 20, N. Y.

Baby Sitter Trainer

A nationwide training program designed to teach teenagers the skills necessary to the responsibilities of baby sitting has been developed by the National Baby Care Council, a non-profit organization.

The package program includes a full-color film strip and a students' text. The course covers the essential baby care skills and is available without cost to schools and recognized public service organizations from community diaper services which are cooperating with the National Baby Care Council.

Travel Club's Christmas Film

"Christmas in Sweden," a full-color, 14 minute, 16mm sound film, may help solve the entertainment problem for industry travel clubs.

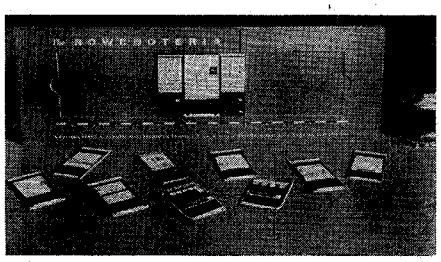
The film visits an average Swedish family where the preparation of special Christmas food, the open air Christmas market and a beautiful Christmas service in an old church are shown.

The film may be obtained from Swedish American Line Agency, Inc., 636 5th Ave., New York 20, N. Y. Borrower pays return postage.

Automatic Planning

Movable ½″ scale photographic "cut-outs" of vending machines are featured in the "Minature Planning Kit" (see photo) now available to planners of automatic cafeterias for factories, offices and recreation Centers from Rowe Manufacturing Company.

Kits consist of 3″ high replicas of all Rowe vendors which can be arranged in easel-back, scaled-off frame for immediate approximation of wall space a machine group will use.

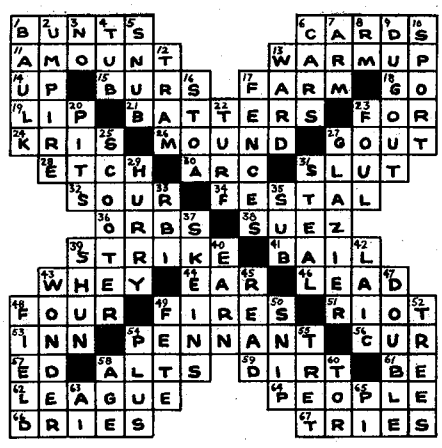


The kits are available for $2.50 each from Rowe Manufacturing Company, 31 E. 17th St., New York 13, N. Y.

Dog Directory

National listing of breeding kennels, arranged by state and community with information on breeds obtainable from each, plus listings of boarding and training kennels is provided in a compact directory "Where to Buy, Board, or Train a Dog." Copies may be obtained free from Gaines Professional Services Dept., General Foods Corp., 275 Cliff St., Battle Creek, Mich.

Crazy-Word Solution (page 25)



A HAPPY HOBBY

BOWLING WORKS FOR INDUSTRY AND BUSINESS—One of a series of accounts on bowling and how it helps build better employee relations by boosting morale.



"IH HAS MORE THAN 400 BOWLING TEAMS HAVING FUN AND BUILDING BETTER EMPLOYEE MORALE THROUGHOUT THE COUNTRY!"

With the support of the Company's management, hundreds of bowling teams have been formed by IH operations all over the country to provide recreational activity for IH men and women. Bowling has become so popular with employees that leagues have been formed both all over Chicagoland and in our other plant cities. Improved morale among hundreds of IH employees! That's what the Company reaps from our Independent Team Sponsorship of bowling.

For example, bowling activity for the men is climaxed by the Annual IH Inter-Works Bowling Tournament. The 26th annual tournament was held recently in Chicago, the largest in the Company's history. More than 800 men from 19 IH operations in five Midwest states, comprising 164 teams, participated in the tournament.

Yes, bowling is our most popular major employee participation recreation activity. It's a real employee morale booster, too!

Richard M. Schille

Richard M. Schille, Chairman
IH Inter-Works Bowling Tournament

BRUNSWICK
THE NO. 1 NAME IN BOWLING



These seven high-average shooters of the Beechcraft Gun Club were chosen to represent their company at the Pan American International Skeet Shoot at Dallas, Texas.

They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

Beechcraft builds top shooting program around new Remington Autoloading Trap

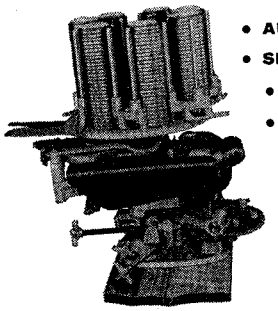
The 175 members of the Beechcraft Gun Club found the perfect trap when they started using the new Remington 100T autoloader. They've already made plans to add still another 100T for trap shooting.

These remarkable electric autoloading traps are easy-to-install . . . have features that make one-man operation possible. Each has a big 203-target magazine capacity and operates on a regular 110-volt system.

If your company doesn't yet have a shooting program, remember that there are over 20,000,000 shooting enthusiasts spread over this country where shooting is a tradition. Surveys show that shooting ranks high as part of the sports program your employees want.

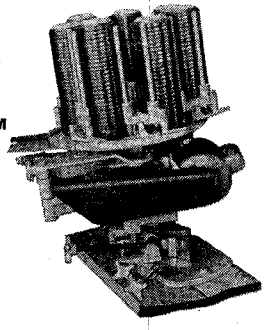
At modest cost you can begin a sure-fire program embracing *pistol shooting*, *rifle shooting*, *trap* and *skeet*. Fill out the coupon below and let Remington help you to a flying start!





- AUTOMATIC "WALK AROUND" RELEASES
- SIMPLE "FLIGHT CONTROL" ADJUSTMENTS
- MAGAZINES HOLD 203 TARGETS
- OPERATE ON REGULAR 110-VOLT SYSTEM

Remington Model 100-T . . . for Trap



Remington Model 200-S . . . for Skeet

Shooters boost scores with great new Remington Target Loads

Look at all the reasons why your employees prefer the new Remington Target Loads: *New* target load crimp provides perfect patterns. *New* lighter wad column cuts recoil, gives full target velocity. *New* high-wall base wad is molded in shell for tightest seal. *New* target load primer means split-second ignition in every gun.

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Remington Arms Company, Inc., Bridgeport 2, Conn. In Canada: Remington Arms of Canada, Limited, 36 Queen Elizabeth Blvd., Toronto, Ont.

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FREE

All the information you need to start a successful shooting program

Shooting Promotion Section, Dept. 1,
Remington Arms Company, Inc., Bridgeport 2, Conn.

Send me, without obligation, information on the subjects checked below.

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☐ A PISTOL PROGRAM ☐ FIREARMS AND AMMUNITION

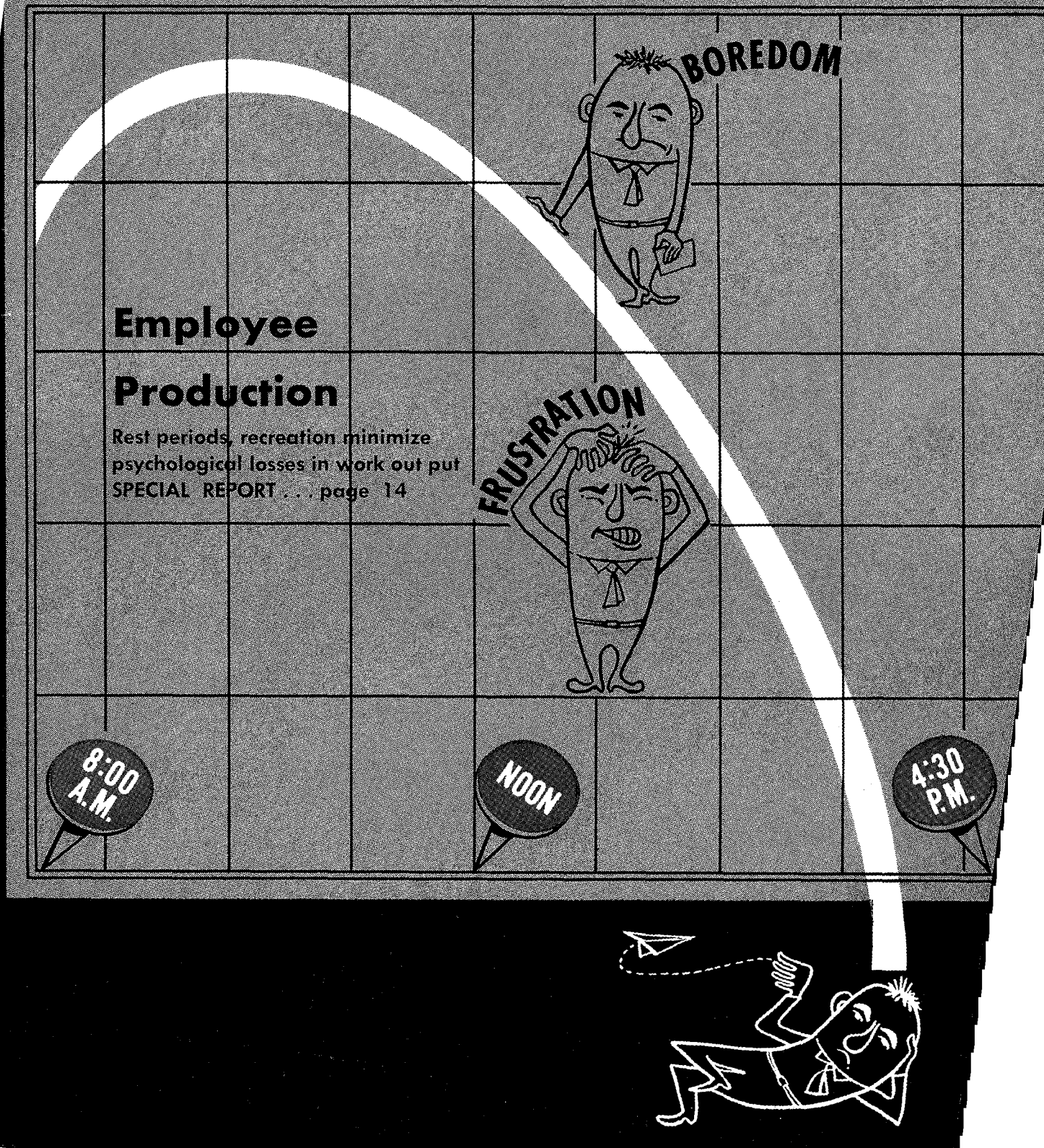
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☐ Please send me special information on Remington Autoloading Traps.
☐ Please have a Remington Autoloading Trap representative contact me for an appointment.

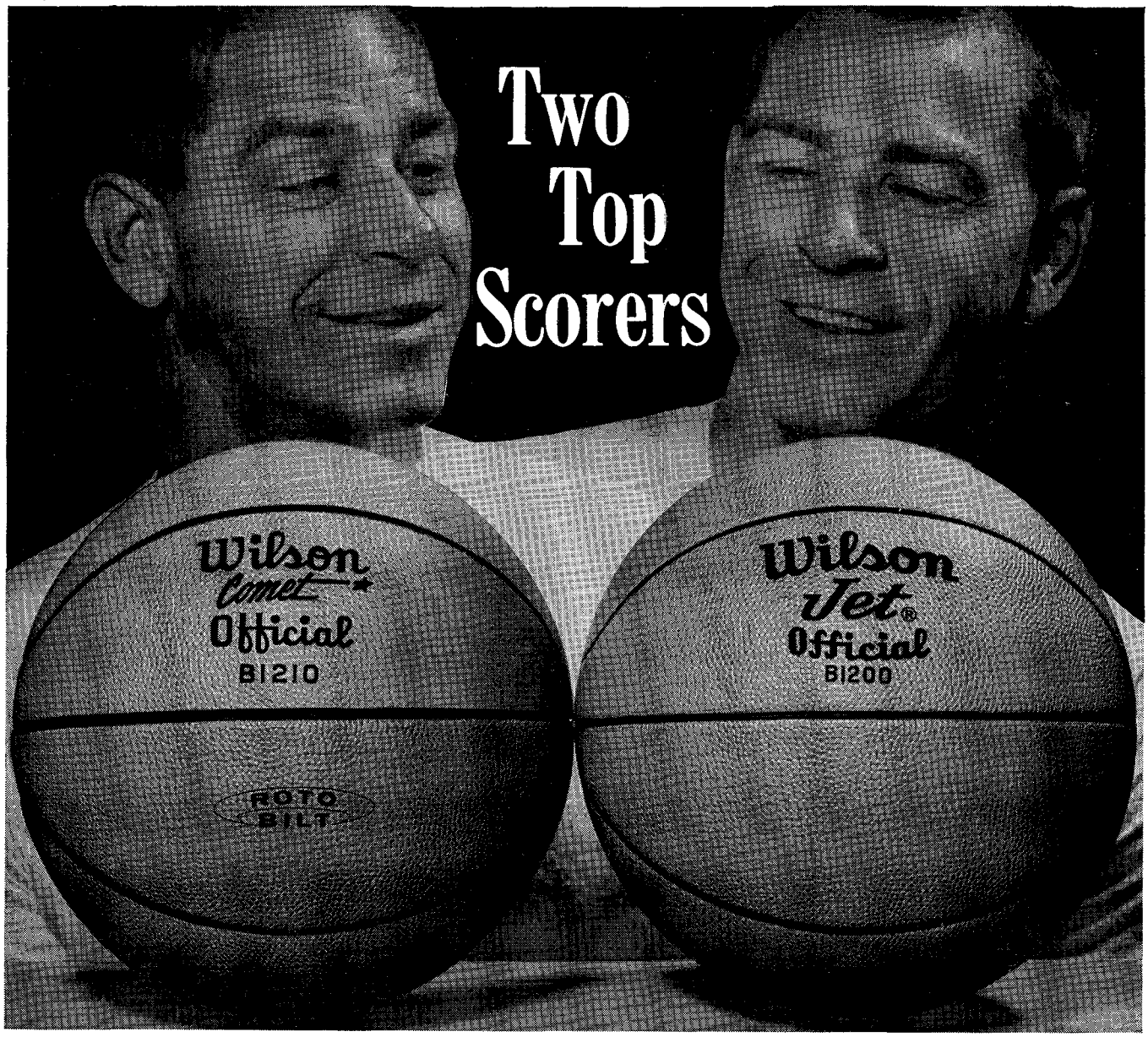
RECREATION MANAGEMENT
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



Employee Production

Rest periods, recreation minimize psychological losses in work out put

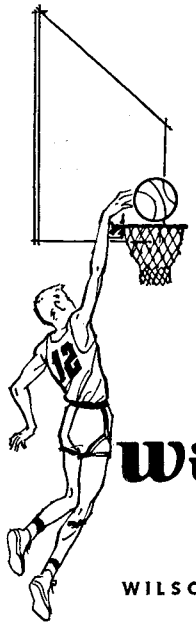
SPECIAL REPORT . . . page 14



The most perfect basketballs ever made

THE WILSON COMET

100% nylon wound carcass covered with the finest select leather gives a durable, balanced, perfectly shaped ball. Wide "M" channel construction affords greater fingertip control. The new improved orange color gives better visibility. Try it!



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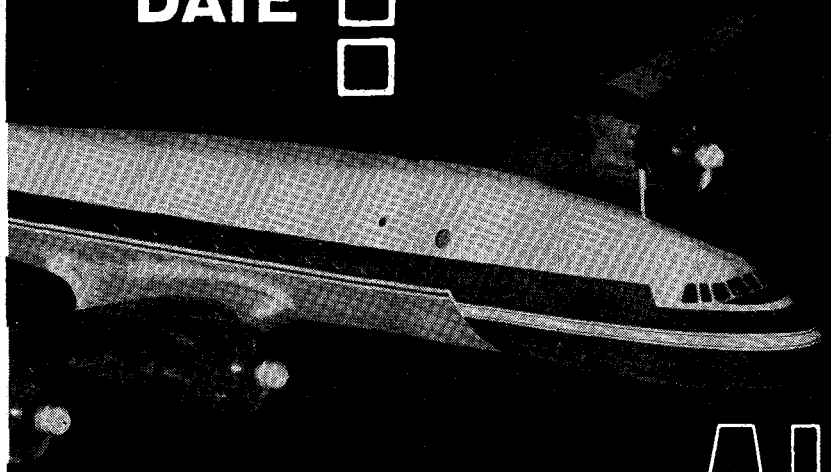
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Take your pick. The Jet and the Comet are two basketballs that WILSON recommends for top court play. Lead your league with a WILSON.

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we need RECREATION MEASUREMENTS to make BELIEVERS OUT OF NON-BELIEVERS

As far as I know, there is no law in America which requires that a person must enjoy himself. Yet, American business spends millions of dollars each year trying to make employees happy. I said "trying" to make employees happy because there is a big question as to how well we succeed at the job.

Granted that we do spend this money, why do we do it? In almost any company of modest size we provide everything for employees from picnics to ping-pong. Does this pay? Is business getting its money's worth? Do these employee recreation programs really make better employees? Are employees more productive as a result of these programs? *We think so;* but how can this be proved to be so?

There are a million dollars waiting for the individual who comes up with a measuring device that will translate these intangibles into dollars and cents. The problem is that no matter what results we are able to show, someone can always say: "Yes, but remember we just gave everyone a five-cent raise in pay, or we fixed the parking lot, or we added another holiday," and the *we think so* advantages of the employee recreation program again becomes unmeasureable. We just do not have the answers on this subject—but we would like to have them. In fact we must find the answers.

In the realm of employee recreation programs we have been operating primarily on faith. We believe in the value of such programs because we want to find value in them. In general, good human relations in a company stem from the beliefs of the top, key people. Fortunately, in most companies, these top, key people want to believe in good human relations and therefore are willing to support employee recreation.

It is highly significant that on Government contracts where the contractor has a management fee or a "cost plus" arrangement, the General Accounting Office will allow reimbursement for recreational expenses. Now if the United States Treasury Department allows this type of expense, I would submit this fact as proof in itself that the money thus spent is good business.

All right then, if we cannot prove in strict dollars and cents that recreation programs pay off, why do we have them? I believe we have them because most business leaders today realize that we don't hire a man by the hour—we hire the whole man. I'll go a step further and say that not only do we hire the whole man but we also hire at least part of his family. The obligations, loyalties and responsibilities that a man has to his family, friends, organization members and to himself he brings to the job with him; and he doesn't check them at the door when he punches the time clock. This means that a successful company must provide its employees with more than just a job. We have to take care of the Inner Man too.

I am not going into the psychological needs of the Inner Man, but all of us know that one of the basic needs of all individuals is to be recognized.

Ed Norton, the television character who works in a sewer all day, doesn't receive any "ohs" and "ahs" from his friends and neighbors because of his job, but Ed is an above average bowler. When Ed gets on the bowling alley he is equal to or better than most others. He now gets the admiration of his friends and neighbors, and now he feels important.

Recreation programs are great levelers. Joe the lathe operator wouldn't think of going into the president's office and introducing himself, but on the golf course it's a different matter. When management representatives participate in recreation activities, it is tangible evidence that management is human; it also emphasizes that we cannot all excel in everything. The big boss may be terrific with figures and finance, but his secretary's husband can probably beat the socks off him playing baseball. Thus, if Ed Norton is part of a bowling team or golf team, it gives him a feeling of belonging. And all people want to belong.

Cooperation among people is usually in direct proportion to their sense of belonging to a group. The outsider has little love for those who would ignore him or make him feel unwanted. The heartaches which result from this loneliness lead to frustration, unhappiness, lack of incentive and all kinds of maladjustments. In the work situation, this failure to win acceptance often causes discontent with the job and frequently results in high labor turnover.

When groups collectively feel that they are not accepted and do not belong, it is natural for them to band together for mutual protection. How then could we expect groups or individuals to be cooperative unless there is a feeling of team participation?

It is apparent that companies must continue to pay some part of wages for the degree of dissatisfaction employees are experiencing. It appears that wages in part are viewed by employees not as rewards for production, but rather as part payment for being placed in the kind of working

world where frustration, failure and conflict are continually being experienced.

We need recreation measuring devices which will make believers out of non-believers. In today's highly technical climate we find an abundance of realists. People who look at the hard, cold facts and say, "If we invest a dollar, we want to see a dollar and 10 cents returning on that investment." This is business which has as its valid, primary purpose to provide a product or service at a profit. It is a self-evident belief that happy people produce better goods and make more profit for themselves and their companies. But how do we prove this?

Can we accept this premise: if a program, such as employee recreation, raises the morale of the employees, the program is justified in fact? Then, we need to define morale. Could we use this definition which was prepared by a department store employee? He believed morale exists:

- *When an employee feels sure of holding his job as long as he does good work;*
- *When he feels that the company does more than is expected to have good working relationships between him and the people with whom he works;*
- *When he feels that the management of this company is interested in the welfare of its employees;*
- *When he has never been dissatisfied with his job, or if he has, such dissatisfaction was hardly ever the company's fault;*
- *When he believes that the company treats its employees as well as or better than most other companies;*
- *When he feels that his immediate supervisors are fair in their treatment of him, and that he can always find out if his work is improving or not;*
- *When he knows of no other company for which he would rather work if he could get the same job at the same salary.*

Scientists claim that we can observe, but that we cannot creatively understand natural phenomena which we cannot measure. Likewise, the quality of results of human work cannot be measured solely on opinion—especially if the qualifications for a particular opinion are not fully clear.

Usually, employee recreation programs are a part of the personnel administration function. It is sad but true that little attention to date has been given the development of measuring devices to determine the effectiveness of work in this field. Some of the reasons for this:

1. *Personnel administration is a relatively new part of professional management (only about 25 years old as we know it today).*
2. *The responsibility for personnel administration is a joint one (line people assisted by staff specialists).*
3. *Results of new policies are often intangible and frequently in themselves cause changes in attitude which are difficult to determine.*
4. *Adequate figures for comparison of performance have not been readily available.*

Management is entitled to know whether the personnel functions, such as recreation programs, like other line and staff functions can prove their competitive value to the business enterprise. It is sound business to apply the dollars-and-cents approach in evaluating this part of the enterprise.

Most management reports are only a historical record, which reflects quantity, but not quality. Such reports make comparison possible with last year, last month, or industry in general, and thus, pinpoint trends upon which future management action can be based.

It seems to me that in any measuring or evaluation process, we must first establish goals or objectives to determine the end result we are seeking.

Once we have determined our objective, then the measuring device should show the degree of progress toward the agreed-upon objective. And we should be able to show these measurements in terms of both short and long-term gains.

What these reports should measure is the *combined effort* of both line and staff striving for team work among the various individuals and groups within each department and throughout the company as a whole.

Bert M. Walter

Vice President
Industrial and Community Relations
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18 RECREATION ROUNDUP
22 THINGS TO WRITE FOR

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IN NOVEMBER R/M

ABC POLICIES, PART III
Third in the series of articles on policies of the American Bowling Congress explains the ABC's opposition to mailographic bowling tournaments and offers an alternative plan that should be acceptable to most companies and still meet ABC rules.

SCUBA PRIMER
Self-Contained Underwater Breathing Apparatus has given birth to an increasingly popular new water sport. What is it; what skills are required; is it adaptable to an industrial recreation program; what costs are involved are a few of the many questions that will be answered in this report.

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WEEKEND VACATION

In 1959, the Executive Council of the OnIzed Club, employees' organization of the Owens-Illinois Company General Offices, Toledo, Ohio, appointed a committee to research the trends, likes and dislikes of its membership concerning company picnics. Prior to 1960, the format of the picnic was similar to other industrial activities of this kind and followed a pattern of operation and programming which was set in 1934.

After the survey was made and a considerable number of discussion meetings held, it was decided that the present membership was in favor of a change in programming for their picnic. Although the picnic of the past had good attendance, there was a feeling that it did not meet the present-day recreational requirements.

PICNICS HAD THEIR HEYDAY 20 YEARS AGO

One club officer expressed it in these terms: "Our picnics follow a pattern which was set about the same time family reunions were having their heyday. Today, neither the family reunion nor the old-fashioned picnic has the appeal that it did 15 or 20 years ago."

We believe that the super highways, the family car, the varied interests and the vast array of recreational facilities offered today may play an important part in this thinking. Hardly a home is without a recreation room, patio or outdoor barbecue. Within minutes, the entire family can be miles away visiting parks and resorts.

The committee, taking all this into consideration, ventured to offer a picnic which they felt would be accepted with enthusiasm by its membership. They decided that a two or three hour picnic did not offer the interest value, and therefore a picnic program was designed to involve a complete weekend for the family.

Finding a location which met all of the specifications was not an easy task. The only facility which would provide a weekend vacation outing combined with picnic activities was Cedar Point on Lake Erie, 65 miles from Toledo.

Since the distance might be a negative factor, a poll was taken of the 125 club officers. The result: 89% were not concerned with the distance and did not recommend that the club furnish transportation. Nevertheless, the club offered to provide a bus for those unable to make the trip by car. Only three people responded, and other arrangements were made to accommodate them.

Cedar Point had all of the facilities desired: a hotel which could house all of our people, an amusement park which would appeal to the children, a swimming beach unequalled in the area for cleanliness and safety and food service capable of feeding large groups.

In addition, the hotel offers a number of attractions such as name orchestras providing dancing in the evening, family recreation hours and fireworks displays.

Membership in the Toledo OnIzed Club is 1,270 employees; picnic attendance was 2,180. Of these, 300 made reservations for a two or three-day stay at the hotel, and an undetermined number stayed at nearby motels.

The club paid for the causeway toll admittance, the Saturday luncheon, provided amusement tickets for chil-

WEEKEND VACATION SCHEDULE

FRIDAY, July 15
hotel reservations, dinner in hotel dining room (member pays)

SATURDAY, July 16

9:00 am	Breakfast (member pays)
10:00 am	Registration at headquarters booth, receive packet with tags, tickets, instructions, general information.
11:00 am to 4:30 pm	Free pop and ice cream, additional amusement tickets sold at headquarters booth at one-third discount.
Noon	Luncheon according to times on meal tickets, three shifts. Continuous bathing and swimming activities (until 7 pm). Amusement rides (open until midnight)
8:30 pm	Fireworks display.
9:00 pm	Tex Benecke and Orchestra present Glenn Miller Music Program and Dance (member pays). Card party at hotel.
9:30 pm	Free ferry boat ride to Sandusky and return.

SUNDAY, July 17

Noon	Special price lunch for OnIzers



Luncheon supreme was ready for arriving picnickers.

Having lost much of its old-fashioned appeal, the company picnic has been transformed by Owens-Illinois into a popular weekend resort vacation for employees and families

replaces out-dated company picnic

by MEL C. BYERS, employee services director

dren and adults plus bath house privileges, soft drinks and ice cream. A minimum number of games were held because the children preferred the amusement rides over the stereotyped games normally offered to picknickers. Therefore, concentration in this area was on adult game amusement.

A steering committee of 10 with a general chairman and co-chairman with an advisory board made up of management level personnel handled all of the administrative and pre-picnic arrangements, with 125 officers and committeemen working the picnic. They were divided into the following sub-chairmanships: publicity and membership relations; reservations; hotel reservations and accommodations; safety, health and hygiene; food and soft drinks and games and amusements.

SPECIAL COMMITTEES SWING INTO ACTION

A special committee on safety, health and hygiene was assigned to pre-picnic arrangements and on-the-spot assistance. They checked the following items in advance of the picnic and immediately before the arrival of members: food handling and storage, safety facilities, amusement ride inspection and water testing. The committee was composed of members with experience in these measures, and our office physician was available all weekend.

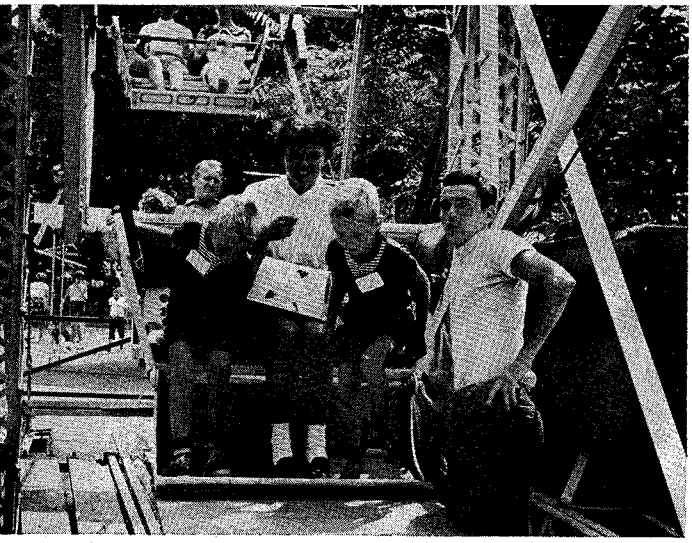
Although children attendance was approximately the same, the adults attending this year's picnic tripled over the former type. Most noticeable increase was the number of single girls, single men and young married couples, which had been the lowest participating groups.

The participants felt they should pay certain fees and did not expect the club or the company to absorb these charges. The dance held at the picnic area cost $2 per person. Additional meals and amusement costs were also borne by the employees. The general consensus was that the club had more than provided their needs and the additional costs were well worth the weekend vacation which had been arranged for them.

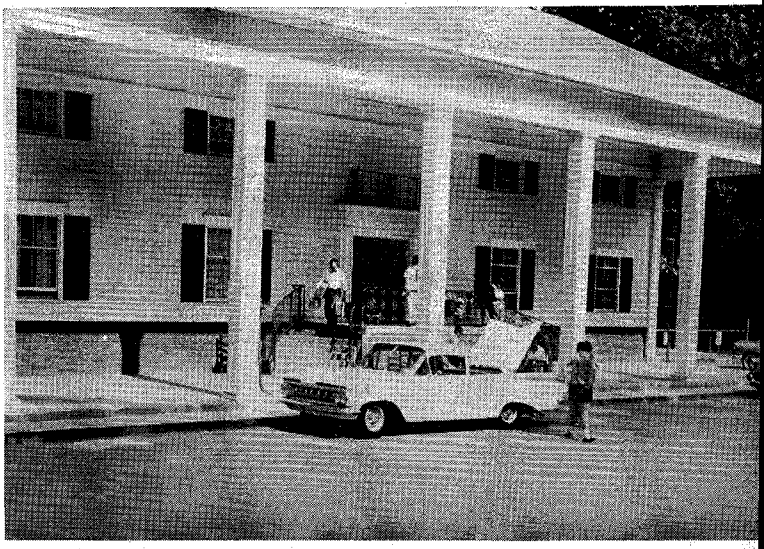
Cedar Point is so popular in the Midwest that reservations at the hotel are extremely difficult to obtain. The club was able, early in January, to block out a number of rooms and make them available on a pre-reservation basis, collecting half the room fee at the time of reservation, the balance being paid to the hotel at check-out. The club arranged with the hotel to have a special OnIzed Club room clerk and cashier to handle reservations in the most expedient manner. This was greatly appreciated and very well accepted. The cost of the rooms averaged $4. per person. The Employees Services Section maintained a staff on call for the three days.

The headquarters room at the hotel was maintained continuously to assist members in all matters concerning the weekend vacation, lost and found articles, special announcements, communications with Toledo, etc. The OnIzed Club also maintained, in addition to hotel equipment, a first-aid facility including an ambulance with oxygen.

The enthusiastic response to the weekend vacation idea proved to the steering committee that their findings and decisions were correct.



OnIzed families enjoyed the thrills of the amusement rides.



Entrance to the 1,000-room hotel at Cedar Point

RECOMMENDED TOURNAMENT PRACTICES

SECOND IN A SERIES

ABC's Baker calls attention to most common problems with bowling leagues and tourneys, explains recommended policies

One rhubarb over handicaps, a single dispute on prize distribution or a hassle over eligibility can suddenly plunge an otherwise successful bowling season into an unhappy state of argument, protests and dissatisfaction.

To help industrial recreation directors steer clear of this dilemma, R/M turned to the American Bowling Congress and its 65 years experience as the governing body of the 10-pin sport. In this, the second in a series on the operation, objectives and policies of the ABC, Frank Baker, ABC executive secretary-treasurer, answers a series of questions concerning recommended league and tournament practices.

Question: *What are the most common problems with tournaments?*

Baker: Failure to develop adequate rules, particularly as to averages and handicaps.

ABC has prepared a "Guide to Good Tournaments" as an aid to anyone planning a tournament, and the members of our Tournament Sanctions Dept. will be pleased to counsel with these people in preparing their entry forms and other literature.

Among the basics are the requirements that first place receive not more than 40% of the prize money, that second place get at least half as much as the winner and that there be at least one prize for every 10 entries.

There also must be a definite closing time for entries and it cannot be changed after the tournament starts.

If current averages are being used, it is advisable to stipulate that they are acceptable only if they are not more than 10 pins below the average for the previous season. This sort of rule will prevent an experienced bowler from obtaining an undue advantage because of a freakish or hypothetical drop in average during the current season.

Likewise, use of last season's average should also include a clause that anyone currently averaging 10 pins higher would be required to report and use the current figure. This will prevent the vastly improved bowler from being handicapped on an antiquated average from the previous season.

Question: *May an industrial tournament permit a participant to bowl more than once?*

Baker: Yes, providing the conditions for such multiple participation are spelled out in advance.

Briefly, here are the major requirements for ABC sanction:

- Five-man team event—not more than three players on the same team can place more than once in the prize list for position standings.
- Three and four-man team events—not more than two players on one team can place more than once in the prize list for position standings.
- Doubles event—the same two-man team may place only once in the position standings prize list.
- Singles—an individual may place only once in the position standings prize list.

If there is an all events prize, an individual participating more than once shall count his first appearance in each event for the all events score.

Although the multiple participation options have appealed to local tournaments where participants frequently bowl with two or more teams in league competition, many tournament leaders feel that major championships should be limited to one-time participation.

Question: *Why does ABC recommend the 4-point system for leagues?*

Baker: The three-point system of awarding a point for each game fails to provide any recognition for what many consider an important aspect of the contest—total pins.

Omitting recognition for total pins would be like settling a basketball game on who scored the most in each half without any significance on the final score. Some object to points for total pins on the grounds that a big score in one game frequently carries a team to victory on total pins, too.

The answer to that line of reasoning seems to be in the observation that a big inning in baseball may also provide the margin by which a team wins the game.

Experience has also shown that the subconscious tendency to let down during the closing frames when a game is clearly won or lost is lessened when teams must keep working to safeguard their interest in total pins. This is good from an average standpoint.

Question: *How can we avoid the problem of fractions when teams tie for a game?*

Baker: Some leagues double the point value, making each game worth two points. A tie then gives each team a full point and eliminates the problem of carrying fractions in the standings.

Question: *Some bowlers become disgruntled because they don't feel they are scoring well enough. What do you consider to be a good bowling score?*

Baker: The answer to this one depends on what type of competition is being considered.

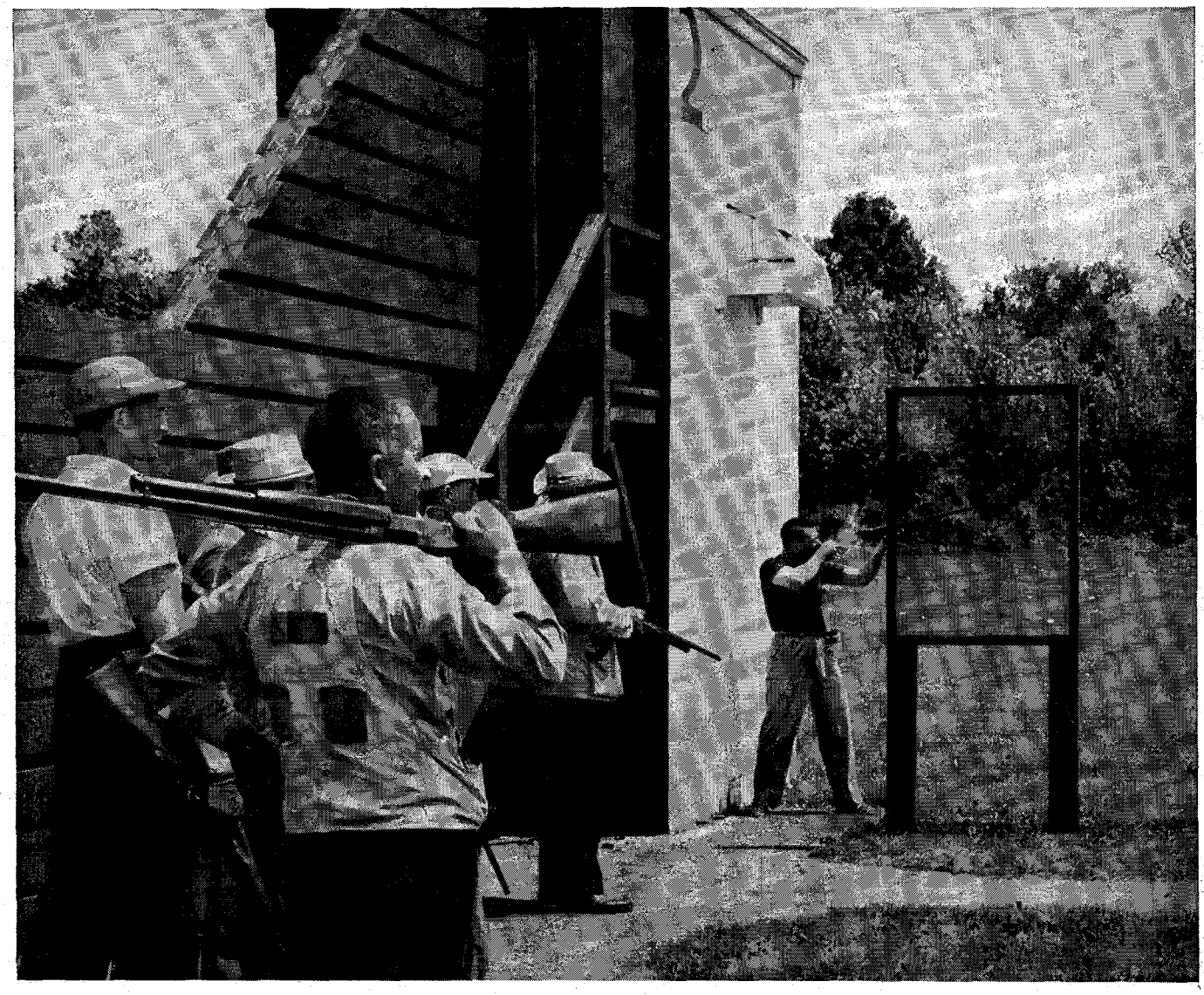
Topflight stars are expected to average 200. However, less than 1,000 bowlers average 200 in their league efforts during the season.

A survey of ABC membership two years ago put the normal league average at 154. This means, of course, that many of our casual members average much less.

Actually, we frequently become so impressed by what the few stars average that we overlook the significance of a 175 score. A 175 score is quite an accomplishment because it is the equivalent of a spare and a fair count in every frame.

If the bowler runs into a split or makes an error, he must then get two strikes in a row to atone for the open frame. Therefore, we must never lose our respect for the 175 to 180 games, no matter how envious we become of the few greats who average much higher than that.

Get the most for your money ...and their morale!



Shooting is rapidly becoming an important part of many company recreation programs. The reasons are simple: convenience, economy, participation. If land is available, a shooting program can be established at little cost, on a "bring your own gun" basis, if necessary. Employee interest runs high because any type of shooting is naturally exciting. In addition, it's not overly time consuming or expensive. Employees can shoot for an hour or so and still get home to an early supper. Hunters have a place for off-season practice, and experienced shooters naturally become the beginner's teachers. Teams and interteam competition quickly follow. Morale skyrockets.

Whether you're thinking of a rifle or pistol range, or trap and skeet fields, write to our Shooting Promotion Department for helpful information. Trained specialists will help you decide on the facilities and program best suited to your aims.

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A CULINARY ARTS CLUB

by Ada Paskind Kahn

Working girls may be serious about their jobs, but whatever their age, you can be sure they're also interested in homemaking, food, and being able to entertain in an elegant way.

Here's a plan that gives industry an opportunity to make use of an idea that has kept women's clubs going for years.

Single or married girls alike will enjoy a program of activities geared to their homemaking instincts that offers them new ideas for improving their kitchen chores, attractive ways of food preparation and clever tricks to make entertaining easier.

This kind of program has worked successfully with women's club and church groups outside of industry for years, and, using a few of the same principles, there's no reason why it shouldn't fit into the employee program at your company.

ORGANIZING THE CLUB

This kind of a program can be arranged by a leader who has had some training in home economics. If there is such a person in the company, she can be appointed chairman of the group, or, if finances are available, an outside home economics consultant can be called in. There are many home economists in every city who would be capable of taking on this type of job.

Meetings can be held every week, bi-weekly or once a month, as the gals decide during the first meeting. Each member of the group might be expected to purchase a small amount of equipment, either paying for materials used, or sharing the cost of goods used by the group together.

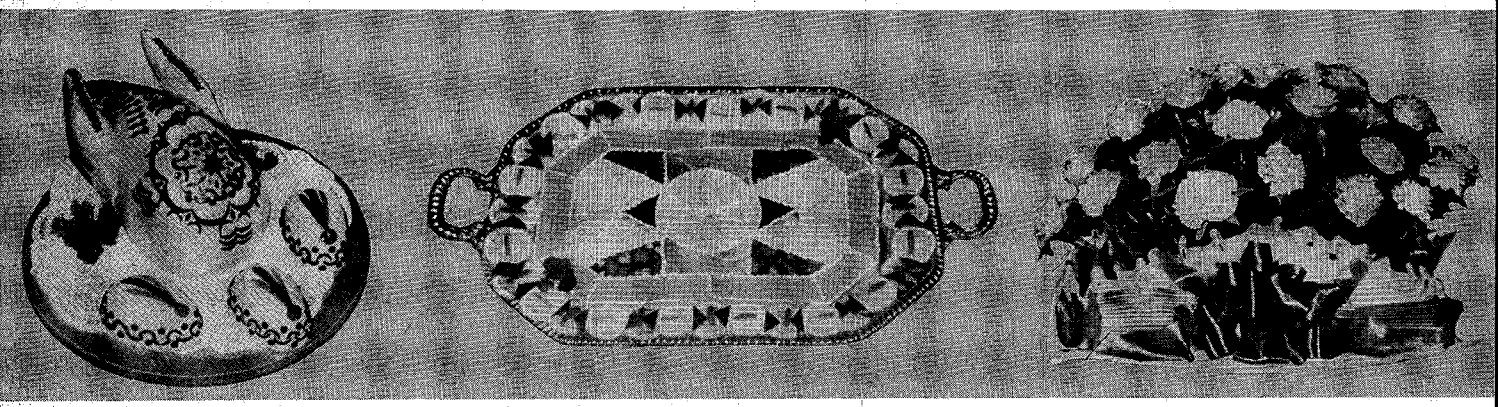
Many companies have successfully held cooking demonstrations, baking contests and similar activities. A culinary arts club may be a natural outgrowth from the interest generated by these initial events.

A PLACE TO MEET

The place to meet can be determined by the size of the group as well as the facilities your company can offer. If the company has a small snack kitchen, and the group is small, this may be the ideal meeting place. If there are many participants in the program, and your company has a cafeteria, this would be an ideal arrangement, since the kitchen facilities will be right at hand. If no kitchen facilities are available on the company premises, a local church kitchen or kitchen of a meeting hall may accommodate your group at a very minimal charge.

PROGRAM PLANNING IDEAS

The subjects that the group can cover during sessions are limitless. Women are the originators of the do-it-yourself fad, and because cooking allows endless variations on recipes, ways of preparing foods and entertaining, the only stopping point in your program will be determined by time and finances. After your group has decided on frequency of meetings, a committee might be formed to plan the series of programs for the group.

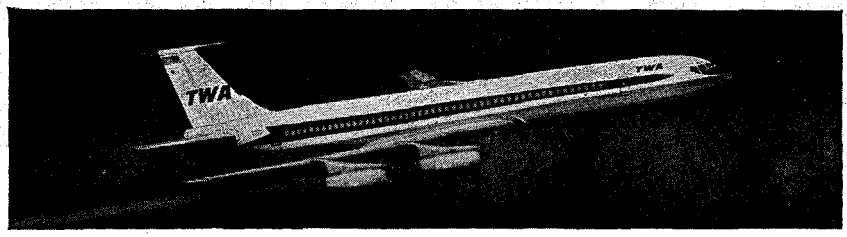


Advanced projects might include (l-r) decorated turkey and salad molds, hors d'oeuvres and spun sugar creations.

Here are a few ideas the committee might consider for a start:

Cake decorating: Decorating cakes like the professional makers do might be one program. For this session, a professional baker can be called in, or there might be one expert in the group who can impart her skill to the others.

continued on page 20



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REST, RECREATION BOOST PRODUCTION

Believe boredom, frustration, monotony; not physical factors; to be the chief causes of worker fatigue and lost production

Many forms of waste are so subtle, so hidden, that they may very well go on losing company dollars for years without management's knowledge.

One such form of waste is worker fatigue. Your operation may be losing money by ignoring this real, though intangible problem.

By recognizing the fatigue element in work and setting up each job accordingly, companies can lower their costs and give greater satisfaction to employees. But first, *what is fatigue?*

Most people would reply: "It is feeling tired after some sort of exertion." Yet have you noticed how often "tiredness" disappears when something really interesting comes up or how, on the other hand, you can feel tired at times without having done much?

For practical purposes there are two distinct types of fatigue: The first involving physiological changes, the second involving psychological factors.

Both types may substantially reduce the workers effectiveness in the form of decreased productivity, poorer quality and more accidents.

PHYSIOLOGICAL FACTORS IN FATIGUE

The human body engaged in muscular activities is something like a machine. The source of energy to do the work is produced, so to speak, by burning fuels in the form of food. While this is an over-simplification, energy measurements of body activities are important in designing rest periods for heavy physical tasks. These energy requirements are made in Calories per minute.

The rate at which a person expends energy depends upon his activity level. There's a limit to the amount of energy which the average man's body can put out. Broadly speaking, this maximum is only about five Calories per minute.

In general, that is the highest activity level an average man can maintain for an extended period without pauses for physiological recovery.

•***Energy Spending Rates.*** Tables 1 and 2 show the energy expenditure rates which scientists have calculated for some common activities. The average man can perform any task below the capacity limit for eight hours without breaks or rest pauses.

This is not to say that he does not require any breaks during the work period. What it does mean is that breaks in continuous activities are often desirable, *but for reasons quite different than recovering from the physiological effects of work.*

•***Reserves.*** In order to work at a level greater than his capacity limit, a person must draw upon his energy reserve. However, the average man's energy reserve is only about 25 Calories. Once the energy reserve has been exhausted, it must be replenished.

The person cannot even work at his normal capacity limit because all of his available resources are being used to rebuild the energy reserve.

•***Planning the Rest Periods.*** The practical problem is how to plan these rest periods. The goal is to build enough breaks to maintain a consistently high level of energy expenditure when he is actually working.

Table 2 shows several common tasks which are above the average man's capacity limit and hence require periodic rest pauses. The column at the right of the table indicates the required minutes of rest per work minute.

But knowing how much time to allow for rest is only half the answer. How should the total rest time be divided over the work period? As a general rule, *many short pauses are more effective than a few long ones.*

•***Pitfalls to Avoid.*** Obviously the characteristics of some jobs preclude a large number of short pauses.

There are several precautions which you should observe in applying these principles to your own plant. First, the values given in the tables are only representative. Secondly, the limit of energy expenditure is not the same for all people, and other conditions such as heat humidity and type of body movement affect the capacity limit.

The important thing is that if your shop does not officially allow rest time, employees doing heavy work will have to find ways to take the rest pauses they need and will try to conceal them.

Such a situation is harmful to both the worker and the business. The proper use of rest periods in heavy work will result in increased productivity even though the number of actual working hours is reduced.

VARIATIONS IN PERFORMANCE

Work output varies at different times throughout the day. A graphic representation of these variations may be thought of as a "work curve." The daily work curves for many activities have similar shapes. We can, therefore, speak of a typical work curve. Figure 1 shows a typical work curve.

The morning and afternoon work curves for most activities have the same general shape. There are important differences, however: (1) The morning's maximum productivity is usually higher than that reached in the afternoon. (2) The afternoon warm-up period starts at a higher performance level than the worker's initial efforts in the morning. (3) The impairment in productivity is more marked in the afternoon than in the morning. (4) The downward trend frequently begins earlier and productivity usually falls to a much lower level by day's end.

IT'S NOT ALL MUSCULAR FATIGUE

The general downward trend in performance in relation to the time worked occurs with marked consistency. Generally it is blamed upon muscular fatigue. However, inasmuch as all tasks show approximately the same behavior, this drop in performance actually involves some psychological factors which can be separated from the physiological ones.

What can be done to prevent or minimize this psychological reduction in productivity and performance?

Often, pauses in the work period

Condensed from "Is Worker Fatigue Costing You Dollars?" in the Jan.-Feb. 1960 issue of* Technical Aids for Small Manufacturers, *published by the Small Business Administration, Washington 25. D. C.

are the practical and effective approach. (It is true, of course, that improvements sometimes can be made by increasing worker's pay and interest in the job, by controlling noise and vibration, by better lighting, etc.

Here again, to be most effective in maintaining a high level of productivity, rest periods should be introduced just before performance begins to drop from its maximum.

•***Routine Jobs.*** The typical work curve shows that most motor-skill tasks require only two official work-breaks per day to maintain high level performance. Actually, most activities have natural breaks. Many of them require only intermittent attention.

For an eight hour day, work breaks should be placed between the second and third hours in the morning and the sixth and seventh hours in the afternoon. Figure 2 shows the typical motor-skill work curve with breaks.

•***High-Concentration Jobs.*** A limited number of activities require a high degree of concentration. For these, two work breaks per day may not be adequate.

One company found it necessary to schedule two-10 minute breaks in the morning and two in the afternoon for workers inspecting ball bearings visually. Another company found that the visual inspection of film required a five minute break every hour throughout the day. Interestingly enough, both concerns insisted that the inspectors leave their seats and *go somewhere else during their breaks.*

•***That "Tired" Feeling.*** The term fatigue is also commonly applied to a feeling of tiredness which develops after continuous activity. Daily variations in "feeling tired" have been examined for different occupational groups. While the results are not the same for all types of work, common motor-skill and clerical tasks tend to have feeling curves which are similar in shape to the one in Figure 3.

People doing jobs well below the physiological capacity limit often exhibit marked increases in feelings of tiredness as the work continues. This has led to the belief that *the feelings are chiefly reflections of boredom, frustration and montony rather than physiological changes.*

This view is supported by the facts that: (1) People at times can feel tired without having exerted themselves. (2) They can go all day without feeling tired, if the day's activities are sufficiently varied and interesting. (3) They can awaken after a full night's sleep feeling more tired than when they went to bed. (5) In emergencies they can put out extremely large amounts of energy without feeling tired.

Because people think about themselves and their work, it is important to recognize the existence of psychological as well as physiological fatigue factors. In combatting them, most plants have to concentrate on providing a change of pace through correctly spaced rest periods designed to reduce monotony and boredom.

It's important to consider too what workers do during a break. A man doing heavy manual labor in very high temperatures at a foundry needs to sit down quietly in a cool place. A woman assembling delicate electronic components may be rested best by a game of table tennis.

TABLE 1: Energy Expenditures of Average Man in Light Activities

Activity	Approx. Calories per minute
Lying relaxed	1.3
Sitting relaxed	1.5
General office work (sitting)	1.7
Standing relaxed	1.8
Light assembly work	1.8
General office work (standing)	2.0
Radio repair	2.7
Medium assembly work	2.7
Driving car	2.8
Sheet metal work	3.0
General laboratory work	3.2
Washing dishes	3.3
Plastic moulding	3.3
Driving a motorcycle	3.4
Cleaning windows	3.7
Tool room work	3.9
Bricklaying	4.0
Plastering walls	4.1
Farming, tractor plowing	4.2
Mixing cement	4.7

TABLE 2: Energy Expenditures of Average Man in Heavy Activities

	Approximate Calories per minute	Desireable minutes of rest per work minute
Coal mining, drilling	5.8	.25
Carpentry, sawing soft wood	6.3	.40
Coal mining, hewing	7.0	.60
Shoveling, 18 lb. loads	7.5	.75
Carpentry, planing	8.1	1.00
Farming, hoeing, ridging	9.5	1.40
Lumbering, tree felling	10.7	1.70

THE PAYOFF

What conclusions can be drawn for improving shop operations? Is the over-all increase in productivity for a day or for a week sufficient to make up for the time lost during the breaks? *Studies have verified that it is.*

You must remember that workers will take breaks anyway (informally and inefficiently) if they are not scheduled. In one labeling operation, the introduction of one 10-minute break in the middle of the morning increased output by 20%. A similar break in the middle of the morning and afternoon work periods increased the output of calculating machines operators 29% in another firm.

Typical Work Curves and Fatigue Chart

FIGURE 1: Typical Work Curve for a Motor-Skill Task

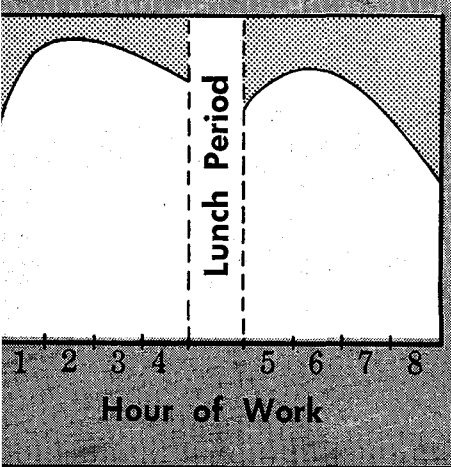


FIGURE 2: Typical Work Curve for a Motor-Skill Task with Rest Pauses

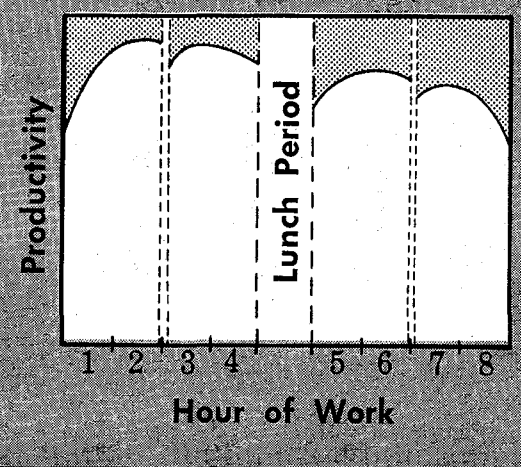
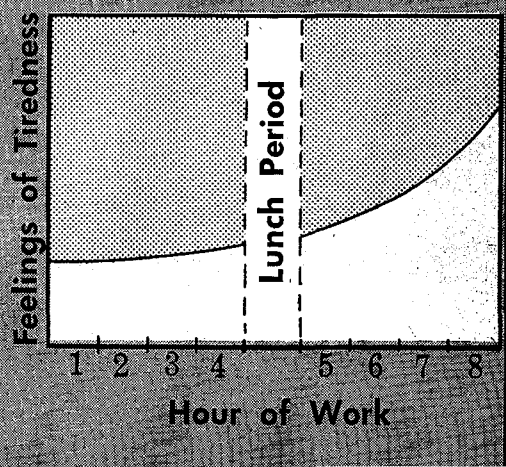


FIGURE 3: Feelings of Tiredness for Typical Motor-Skill and Clerical Tasks



Golf Construction Record

The first six months of 1960 set a half-year record in golf course construction according to Joe Graffis, president, National Golf Foundation.

During that period, construction was started on 97 new standard courses and on 20 additions to existing layouts.

This jumps the total to 301 courses and 84 additions now in some stage of construction throughout the U. S. Interest also continues to grow in par-3 courses with construction starting on 22 more during the first half of 1960.

Thus, in the past 10 years, the increase in the number of golf courses (21.6%) has kept a step ahead of the population increase (19.2%). However, in the same period of time, the number of golfers increased 32.5%.

Vending Profits Jump

Net profits before taxes in the vending machine industry reached a national average of 4.33% of sales in 1959, according to the 13th annual study of the industry released last month by Price, Waterhouse & Co.

The report shows that for every $100. sales at retail, product costs averaged $58.65, while operating expenses took another $38.11.

Net profit for 1958 came to 2.86% of sales.

Average annual sales for all vending machines was $1,013. per machine, with a range from $424. for a candy vendor to $2,109. for combination hot beverage machines.

Happy Sporting Goods Dealers

Riding the crest of the leisure spending flood, sporting goods dealers found pleasant reading in the 1959 Cost-of-Doing-Business Survey recently published by the National Sporting Goods Association.

The glad tidings included:

- Net sales increase of 15.3% over 1958, for a record high.
- Total net profit reached 4.1% on net sales, up from 3.8% in 1958.
- Inventory turnover rate rose to 3.1 times from 2.6 in 1958.
- Total operating costs dropped from 28.2% of net sales to 26.4%.
- Sales per square foot rose from $70. to $75.

World Series Fever

The majority of executives responding to a 24-company spot survey conducted by *Industrial Relations News*, bow gracefully to World Series fever and permit employees to listen to to the games during work hours.

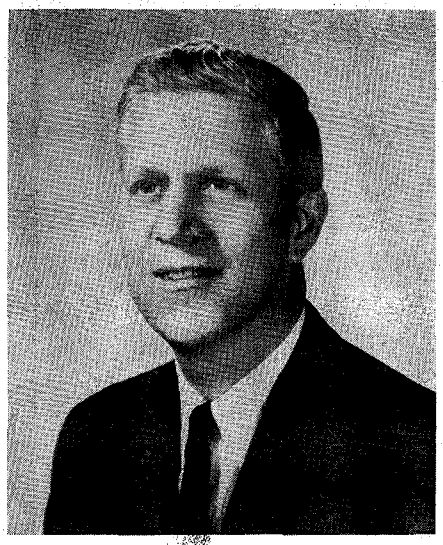
They even look the other way, according to *IRN*, when baseball pools are organized in the plant or office. Not one of the 24 companies checked, however, officially OK's the practice.

Nevertheless, 16 companies report baseball pools exist on their premises; six deny their presence; and two say if they exist, they are well hidden.

Six of the companies surveyed permit latest baseball news to be relayed over the public address system. In 18 companies where baseball scores are not broadcast or posted, employees are allowed to bring radios to work.

One large motion picture company goes a step further and allows employees to watch the series on tv. All work stops between 1:30 and 4 p.m.

On the other hand, a verbal reprimand greets employees who bring radios to work at ADT Co., Inc. Although a company rule forbids the practice, this doesn't seem to stop employees, admits the personnel director.



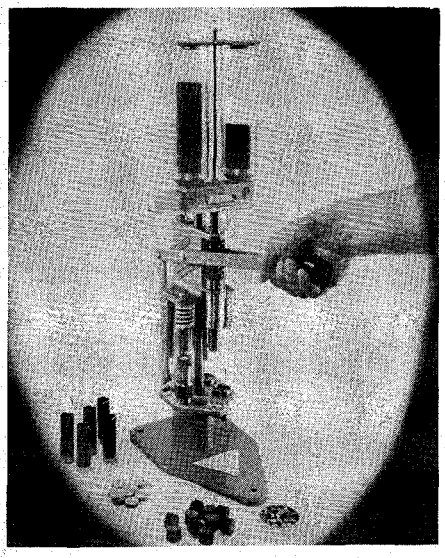
JOSEPH F. PAULUS, immediate past president of the Bowling Proprietors Association of America, has been elected National Bowling Council president.

Bumper Game Crop

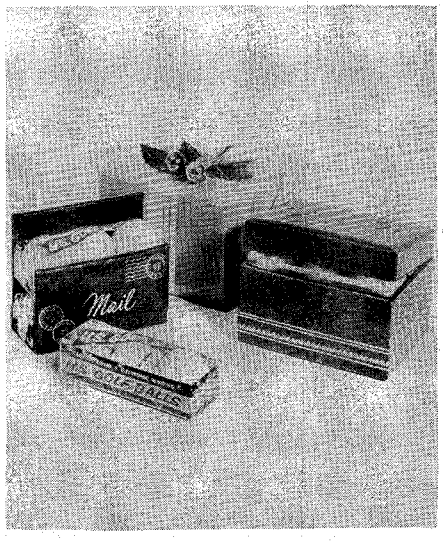
Another excellent small and big game crop for 1960 hunting seasons has been predicted by a survey of 48 states and the Province of Ontario conducted by the Conservation Dept. of Olin Mathieson Chemical Corp.

Rabbits, squirrel, ringneck pheasant, grouse and wild turkey are at a comparable or greater level than 1959 populations in more than 90% of the states reporting these species. Quail is the only small game species with a less optimistic forecast.

Of the 48 states reporting on deer populations, only one, Pennsylvania, indicates a decrease from 1959 levels as a result of a program to keep the state's herd compatible with range conditions.



TEXAS LOADMASTER punches out old and inserts new primer, loads, wads, crimps, and ejects shell in just 35 seconds. Retails at $69.75, about half the price of similar equipment. Made by Sovereign Instruments, Dallas, Tex.



CHRISTMAS PACKS for U. S. Rubber golf balls feature the morrocco-grained simulated leather letter holder (l) for half a dozen golf balls and the simulated leather box for a dozen. The new packs are available at sporting goods stores.

new!

...and tailored to fit a modern industrial recreation program!

Happiness Travel Service announces its "Plan-It-Yourself" Group Vacation Program, a revolutionary idea that allows a vacation group to pick the number of days it wants, the kind of activities it wants, and—presto—create its ***very own vacation package.***

Happiness Travel Service is offering to every executive concerned with industrial recreation a complete kit describing this new vacation program. It's yours for the asking, and well worth your while.

It will be sent to you merely by calling or writing
Ben Getzoff, Group Division,
Happiness Travel Service,
6 East Monroe Street, Chicago,
STate 2-4900.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



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Employees' Rifle and Pistol Club

Seattle, Washington

Supported by THE BOEING AIRPLANE CO.

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David B. Anderson ..... Secretary, Board of Directors
Doug Salsbury ..... Member, Board of Directors
Bob White ..... Member, Board of Directors
Bob Utter ..... Club Manager

Seventy employees of the Boeing Seattle Aero Divisions are members of the Boeing Employees' Rifle and Pistol Club. Since 1954, the Boeing Club has conducted an active shooting program of rifle and pistol leagues, training courses and informal target practice.

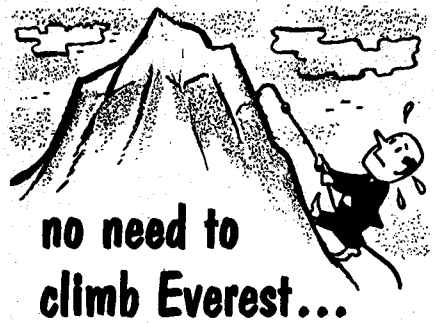
League shooting enables new and experienced shooters to overcome the "pressure" often associated with competition. By providing practice under match conditions, league shooting prepares club members to fire in tournaments where competition is keen. In addition to league activities, the club conducts training sessions on the proper and safe use of firearms and the development of shooting skill.

NRA is proud of its association with the Boeing Airplane Company and its employee rifle and pistol club. We salute both the club and the employer.

Write for Information

Industrial Recreation Executives are invited to write for further information on organized rifle and pistol shooting. Details on how your company can sponsor an NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



no need to climb Everest...

. . . Just write for our catalog illustrating thousands of trophies and awards. It's probably the largest in-stock selection of 'To The Winner' awards anywhere.

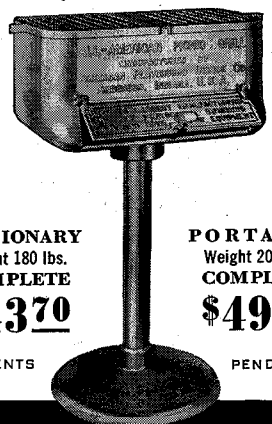
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ANDERSON, INDIANA

R/M RECREATION ROUNDUP

"Best Managed" Go NIRA

Nine of the nation's 10 best managed companies, as selected recently by *Dun's Review & Modern Business* magazine, have at least one thing in common: they are all NIRA members.

For non-believers (see "Recreation Outlook, page 4) this should be solid proof that the provision of employee activities is consistent with successful management practices.

The top 10 companies were ranked in the following order by a panel of 171 chief executives: Du Pont, General Electric, General Motors, IBM, Minnesota Mining, AT&T, Eastman Kodak, Proctor & Gamble, Standard Oil (New Jersey), and Firestone Tire & Rubber. Only Proctor & Gamble is not a NIRA member.

NIRA members ranked in the 11th through 20th positions in the "best managed" listing include International Paper, Texas Instruments, Armco Steel, Ford Motor and Inland Steel with a sixth firm, Cutler-Hammer, a paid subscriber to R/M.

Fitness is More Than Physical

A 15 year study at the U. S. Military Academy at West Point may hold an interesting parallel for industry.

The study showed a significant relationship between the physical fitness of cadets at the time of entance and their ability or failure to graduate.

More than half of the cadets dropped from the academy ranked in the bottom 7% on entrance physical tests. On the other hand, better than one-third of cadet officers were in the upper 7% on the physical tests.

NIRA Travel Kit Completed

The NIRA Travel Service kit, which provides the basic information needed by an industrial recreation director to operate individual and group travel programs has been mailed to all NIRA members.

Prepared by the NIRA Travel Council, the kit includes:

- Travel Service Checklist: covers all essential planning areas and technical points in negotiating with air carriers and tour operators for employee tour arrangements.
- Bid Solicitation Forms: provides simple, expedient method by which a recreation director may obtain bids on proposed employee tours.
- CAB Regulations: digest of the CAB restrictions on trans-Atlantic charter flights.
- Travel Club Guide: complete guide for forming an employee travel club including model constitution, programming tips and advice on planning trips.

Kits may be purchased by non-members for $10. each, or $5. each in quantity lots of 20 or more. Additional kits may be purchased by members at $3. each.

State Farm Tries Teen Trip

State Farm Employees Activities, Bloomington, Ill., supervised by Edith Campbell, sponsored for the first time a bus trip for teenagers only.

The 49 teenagers, ages 12-17, and their chaperones, left Bloomington at 9 a.m., ate a sack lunch on the bus, took a boat trip down the Mississippi and in the evening attended the opera "Tom Sawyer" at the famous Forest Park Municipal Opera in St. Louis, 160 miles from home.

The buses arrived back in Bloomington at 4 a.m. the next morning with tired but happy teenagers. When asked how they enjoyed it, one said, "It was a real blast, let's have more."

The chaperones remarked, "Our teenagers' conduct proved them to be good representatives of their generation and our company. We are proud to take our hats off to them."

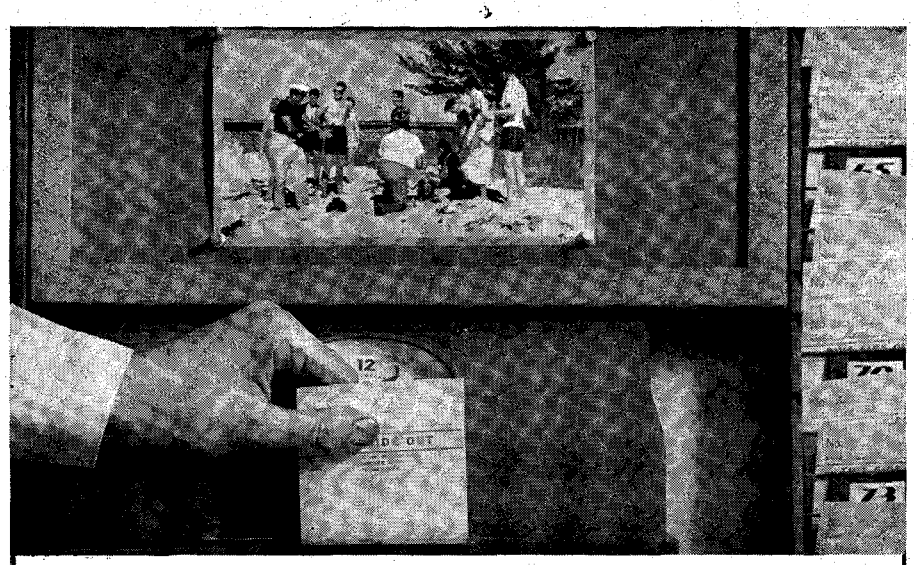


FIRST ACE ever scored in an R. R. Donnelly & Sons tournament was recorded this summer by Rex Roney (l) at the firm's annual golf outing. 174 golfers participated in the event.

50 *Approved Alibis for Poor Bowling Scores*

Below is an approved list of excuses for low scores in bowling matches. Every bowler has used at least one. To save time they may be referred to by number in the future.

1. The approaches were too sticky.
2. The alleys were too oily.
3. The ball was breaking too much.
4. The pins were too heavy.
5. The lighting was poor.
6. Someone else got my ball.
7. My ball was too cold.
8. My shoes didn't fit.
9. My shoes stuck on the approaches.
10. The approaches were too slippery.
11. I used the wrong ball.
12. The opponents annoyed me.
13. Who can bowl with these guys?
14. I had a pain in my back.
15. My thumb swelled too much.
16. Not used to my new ball.
17. Too much time between frames.
18. The alleys were too different.
19. I never did like that pair of alleys.
20. I need a new ball.
21. I was trying something different.
22. My accuracy was so good I was getting a lot of splits.
23. I got tapped every time.
24. My ball was perfect but the pins wouldn't go down.
25. I was out too late last night.
26. The beer must have affected me.
27. I couldn't bunch my three strikes.
28. No action on the pins.
29. The alleys had high boards.
30. The spots were in the wrong place.
31. The approaches were too short.
32. No towels to wipe off your hands.
33. Too hot (cold) in the place.
34. Too many balls in the rack.
35. Pin setters not working properly.
36. Gutters too wide.
37. Foul line "eye" too sensitive.
38. Ball out of round.
39. Not enough seats to sit down.
40. Beer not up to snuff.
41. Ball not drilled properly.
42. The boards loused up my footwork.
43. Waitress too slow with the drinks.
44. They robbed me on my handicap.
45. I listened to the wrong instructor.
46. Teammates gave poor advice.
47. You can't score on those new (old) alleys.
48. My straight ball backed up instead of hooking.
49. I didn't get any breaks all night.
50. Pins not spotted properly.



They're happier here... because they were there!

Travel works wonders on employee morale! And—employees enjoy every moment of vacation time when it's planned by the people who know the most about travel—American Express. So for group vacation plans . . . call on World Travel Headquarters. Look into an American Express Employee Group Vacation Plan now.

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65 Broadway, New York 6, N.Y. WHitehall 4-2000

Send for employee travel details today!
I am interested in further information about personnel vacations. ☐

NAME.....
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There's "good will" sewn right into...

General Uniforms

If you measure the success of your athletic program in terms of the "good will" it creates . . . you'll find that it pays to outfit your teams with GENERAL uniforms.

Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

Your local sports dealer will be glad to show you the wide selection of styles, materials and colors that are available. Ask him about GENERAL uniforms today!

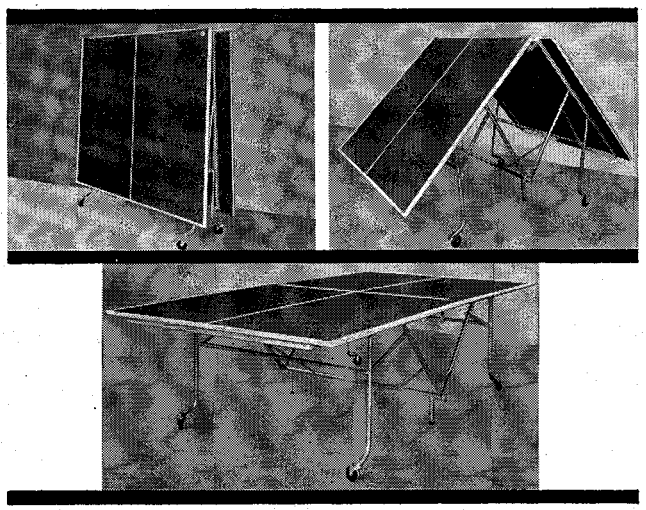


GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio

"...the more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do"—Disraeli

National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.

roll it in . . . . **PLAY**
roll it out . . . **TUCK IT AWAY**



Any room can become a game room in seconds with the Sico "Tuck-Away." It rolls and unfolds quickly, safely. Exclusive "Floating Fold" carries entire weight of the table during folding and unfolding. Full regulation size (USTTA approved)—yet folds to only 18″ x 60″ for storing. Its unitized steel frame is fully guaranteed for 10 years. The "Tuck-Away" provides an efficient solution to the need for leisure time relaxation—in industry, hotels, schools, hospitals, and other institutions. Get complete information on the "Tuck-Away" by writing.

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FOR SPORTS ORGANIZATIONS AND AWARDS

BUY DIRECT BUY WHOLESALE

GLEE CLUB FORMAL WEAR & ACCESSORIES
IN TARTANS, PLAIDS, STRIPES AND SOLIDS

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New York 13, N. Y.

CULINARY ARTS, from page 12

Every woman likes to be able to create an attractive birthday cake. An hour's demonstration in cake decorating can give the ladies a good basis from which to work when the next birthday arises. Each gal can be provided with an inexpensive set of cake decorating tools and have practice under the watchful eye of the instructor.

Pie baking: Pie baking is a natural talent for many women, but the idea of making crust, filling and topping overwhelms many others. A demonstration of how to make a basic pie crust can do more for most women than all the written explanation of pie crust making they read.

This demonstration can be given by an outsider or one of your own members. During the same session, some discussion can be given to pie fillings and decorations for the tops of pies, such as lattice work or whipped designs.

Vegetable garnishes: Most women cast envious eyes on attractively garnished salad plates and carefully arranged platters of foods in restaurants and at catered affairs, but seldom do they realize that with a little teaching and practice, they can create the gourmet touches that change an ordinary platter or meal into a truly attractive one.

There are many gadgets on the market today which allow any gal to create attractive roses out of radishes, "basket" effects with oranges and melons, or trimmings with lemon slices. A simple demonstration can show the ladies how to work with these tools, and also how to add the "professional" touch to their meals.

Food company representatives: Most large companies have demonstrators who can be invited to address your group on the products they represent. They will usually supply materials for the gals to work with during the session, and probably will leave samples for another meeting's activities. Explore the possibilities of these representatives in your area, and decide which topics interest your members the most.

Your first activity: Fancy hors d'oeuvres are often purchased for special parties, and many women attempt to prepare their own. There's a pattern kit available for group use that allows the user to make professional looking hors d'oeuvres with very little instruction. This would be an ideal "get-started" project for your group because it is easy and a fine "warming up" activity for the girls.

Each envelope of patterns contains several tissue patterns which are set on top of buttered bread, the various shapes cut out using the pattern as a guide, and then are filled according to the directions on the pattern for cheeses, herrings, sardines, salads or spreads. The results are very ornate trays of hors d'oeuvres.

Each group of patterns is designed to fit either oval, round or rectangular trays.

For patterns to get your group started, you can send $1.00 per envelope (specify tray shape) to Box EJK 2203, 2930 Sheridan Rd., Chicago 14, Illinois.

Your Culinary Arts Club can show the rest of your company what it's doing by having an exhibition or demonstration at the end of the series of meetings or at a yearly company affair.

The gals will be mighty proud to show off what they've learned, and the eating will be delightful!

One reason for organized recreation: *A century ago, a 35 year old American would have already worked more hours than today's average man does in a lifetime.*

what's your RECREATION QUOTIENT

So you know all about recreation? Here's a chance to prove it. Circle your guess before checking the correct answers on page 22.

1. *Which has the largest circumference:*
   a. a baseball
   b. a billiard ball
   c. a tennis ball
   d. a pool ball

2. *A bonspeil is a*
   a. musical instrument
   b. curling tournament
   c. gymnastics stunt
   d. ski turn

3. *Oldest boys play in:*
   a. Little League
   b. Pony League
   c. Babe Ruth League
   d. Colt League

4. *A lapidary is a person who:*
   a. fashions costume jewelry
   b. collects unusual rocks
   c. cuts precious stones
   d. studies rock formations

5. *The top participant sport is:*
   a. swimming
   b. bowling
   c. boating
   d. fishing

6. *The average industrial recreation director has been with his company:*
   a. 3 years
   b. 6 years
   c. 9 years
   d. 12 years

7. *Under CAB charter flight rules, a charter may be organized to:*
   a. give tribute to company retirees
   b. raise funds for charity
   c. raise funds for employee activities
   d. promote employee association membership

8. *The number of company/employee owned golf courses now in operation in the U. S. is:*
   a. 38
   b. 53
   c. 107
   d. 219

9. *Schneider is:*
   a. a shutout in gin rummy
   b. the father of go-karting
   c. a figure skating movement
   d. a fencing maneuver

10. *In slow-pitch softball a legal pitch must have a perceptible arc of not less than:*
    a. 6 inches
    b. 12 inches
    c. 18 inches
    d. 24 inches

11. *Association Football is commonly called:*
    a. rugby
    b. American football
    c. soccer
    d. Canadian football

12. *Peoria handicapping system is based on:*
    a. pre-selected handicap holes
    b. number of handicap holes determined by gross score
    c. 80% of golfer's average score
    d. the player's best nine holes in a round

13. *Which of the following is not a cause for penalty in a poker game:*
    a. betting out of turn
    b. passing out of turn
    c. failure to turn down cards when dropping
    d. failure to show hand after calling

14. *A gymkhana is a contest of:*
    a. speed
    b. gas mileage
    c. acceleration
    d. car handling

15. *Skish is a form of*
    a. skeet shooting
    b. bait casting
    c. solitaire
    d. ski competition

16. *Which is a wood golf club:*
    a. cleek
    b. mashie
    c. baffy
    d. niblick

17. *Numismatics involves*
    a. stamp collecting
    b. coin collecting
    c. leather craft
    d. ceramics



ready for all activities

with Hillyard CHAMPION TROPHY® GYM FINISH

This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

HILLYARD

Ask the Hillyard "Maintaineer®" in your area to draw up a maintenance program for your floor —also for tips on preparation for dances, etc. He's "On Your Staff Not Your Payroll."

FLOOR HILLYARD TREATMENTS



HILLYARD St. Joseph, Mo., Dept. P-6

☐ Please send me Free chart for laying out, lining and finishing my gym floor.

☐ Please have the Maintaineer get in touch with me. No obligation!

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Safely!

Recreation equipment with engineered safety to meet the most rigid requirements.

- Playground Equipment
- Indoor Basketball Backstops
- Swimming Pool Equipment

Literature for each line available on request—please specify.

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bold face type, 25 cents each word
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4″ size—$1.00 ea. 5″ size—$1.20 ea.
6″ size—$1.50 ea. 8″ size—$1.75 ea.
Check or M.O. No COD's.
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Send for free catalog showing our exciting line of mosaic tile projects, plus many more excellent crafts articles.
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POSITIONS WANTED

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

For six years responsible for all recreation activities at Army headquarters incl. production of music and dramatic shows. Public relations experience. M.A. degree in communication arts, present Ph.D. candidate. Married, age 37, min. salary $7,200.
CP26—RECREATION MANAGEMENT

RM THINGS TO WRITE FOR

Sports Safety Guide

Well-written, cleverly illustrated 16 page booklet, *A Sportsman's Guide to Safety*, is a "primer of safety advice for active men and women.

The booklet gives safety hints for leading sports, ranks sports by the physical exertion required, discusses conditioning and the psychology of sports accidents.

Employee Relations, Inc., 13 E. 53rd St., New York 22, N. Y., 25¢ each in coin, low quantity rates for 50 or more copies.

Boating Guide

New 80-page booklet published by the U. S. Coast Guard provides detailed information on numbering recreational boats, minimum equipment requirements, recommended additional equipment, operating responsibility, aids to navigation, safety precautions, emergency procedures and other data.

Entitled *Recreational Boating Guide*, the booklet is officially cataloged as CG-340.

Superintendent of Documents, U. S. Coast Guard, Washington 25, D. C., 40¢ per copy

Shoot Flower Close-Ups

New eight-page pamphlet explains how to preserve in color photos the short-lived beauty of flowers.

Eastman Kodak Pamphlet No. C-12, *Close-Up Pictures of Flowers in Color*, is written primarily for owners of cameras with adjustable shutter speeds and lens openings. It also covers the use of simple, fixed-focus cameras and the lens attachments required for them.

The illustrated pamphlet shows how to obtain sharp focus in close-ups through accurate measurements, how to correct for parallax, how to use and construct a focal frame.

Sales Service Div., Eastman Kodak Co., 343 State St., Rochester 14, N. Y., free

Basketball Uniforms

More than 45 different basketball uniform styles in an almost unlimited choice of colors and trim are shown in Wilson Sporting Goods' new Coloramic basketball uniform brochure.

Every stock uniform is pictured in full color on a model, Retail list prices are given along with prices to the trade. There is also complete information on special-order uniforms; youth uniforms; warm-up shirts, pants and jacekts; shoes and basketballs.

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill., free

Teen Bowling Tips

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Public Relations Director, American Machine & Foundry Co., 261 Madison Ave., N. Y., N. Y., free

RECREATION QUOTIENT ANSWERS
from page 19

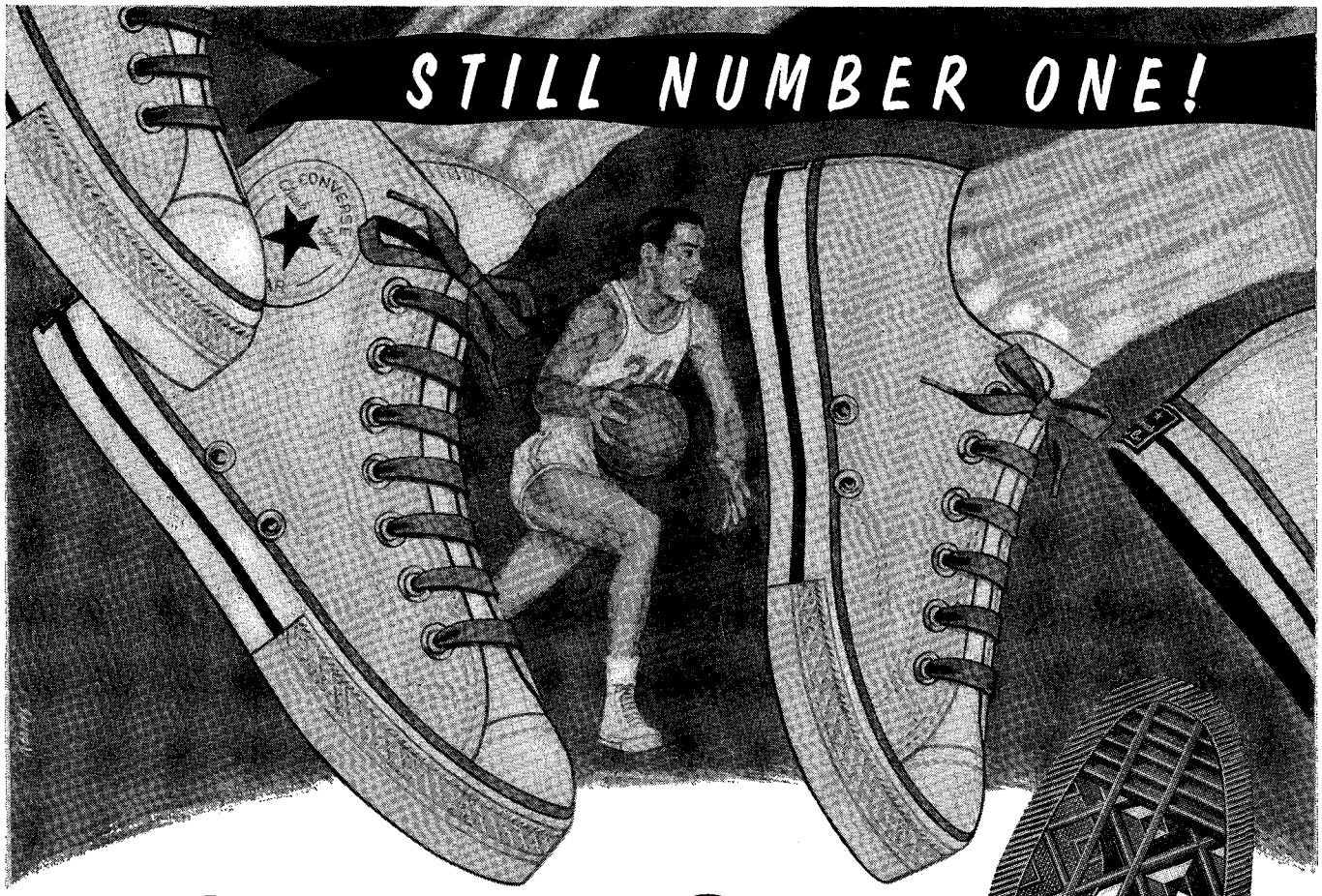
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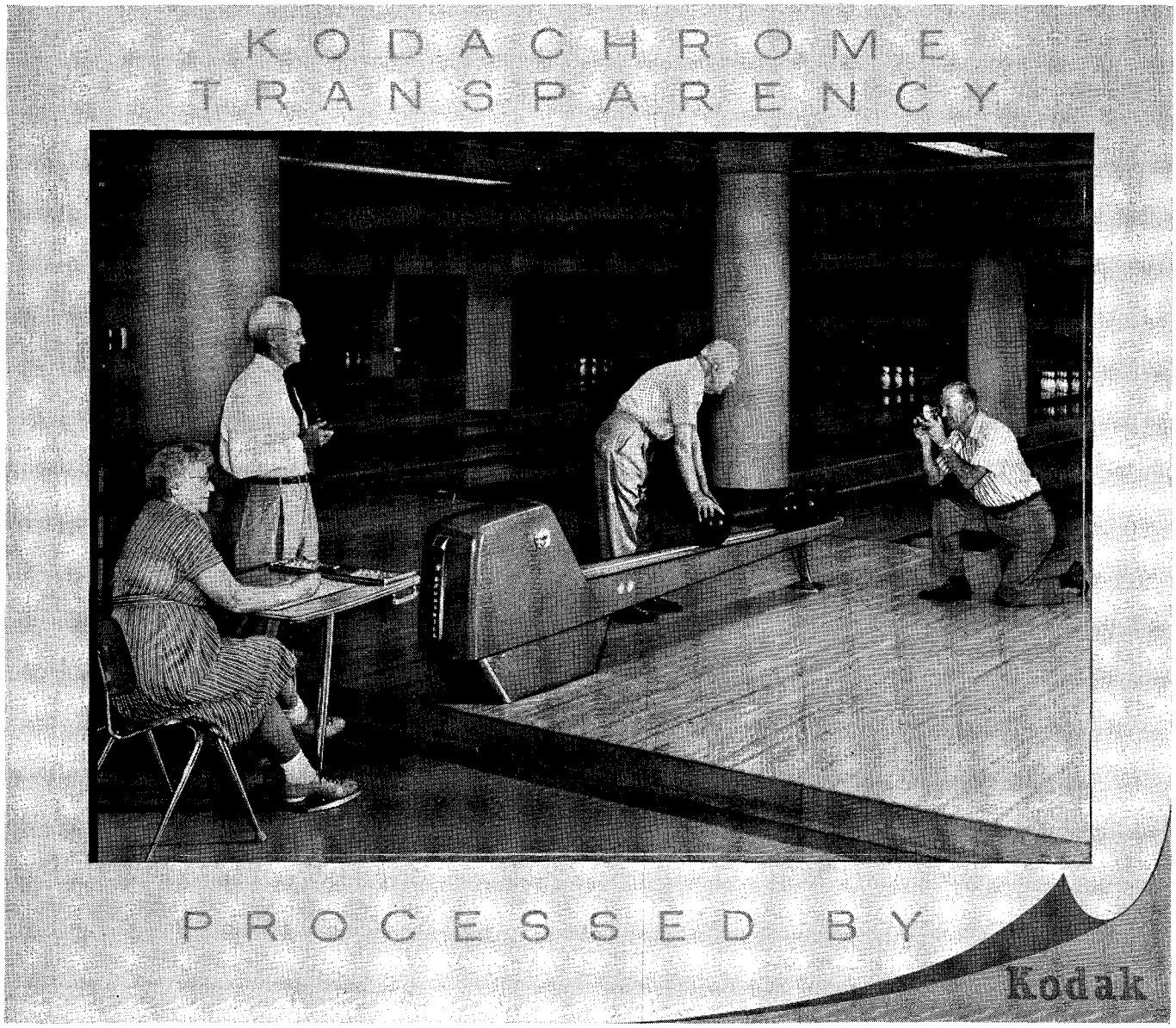
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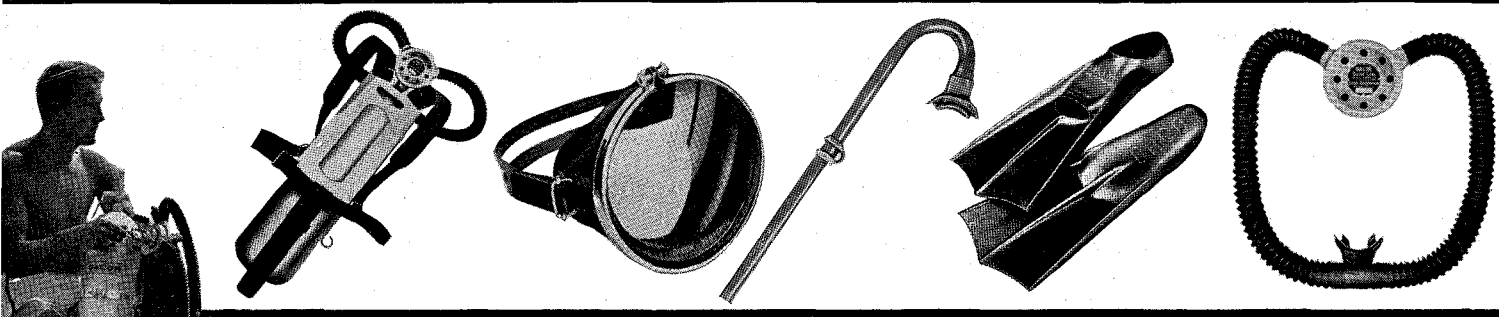
With 69 regular men's leagues and 22 women's leagues... Kodak knows bowling is a morale booster among both its active and retired employees.

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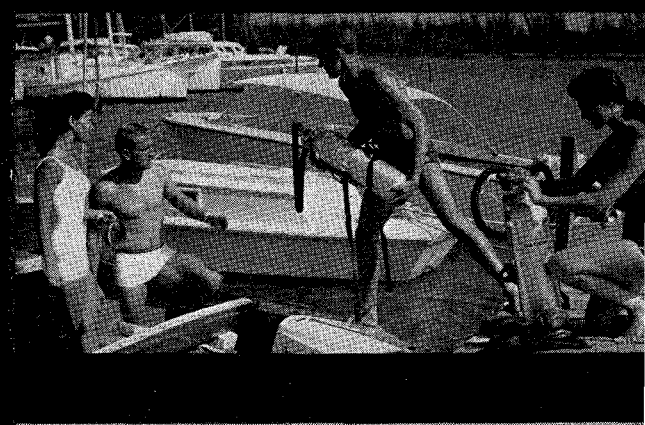
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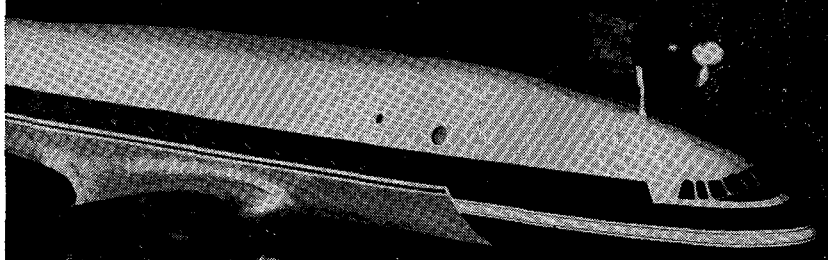
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Cincinnati Shaper Wins Armco Industrial Trapshoot. . . . . page 12

At C. G. Conn, Ltd., They Practice What They Preach. . . . . page 14

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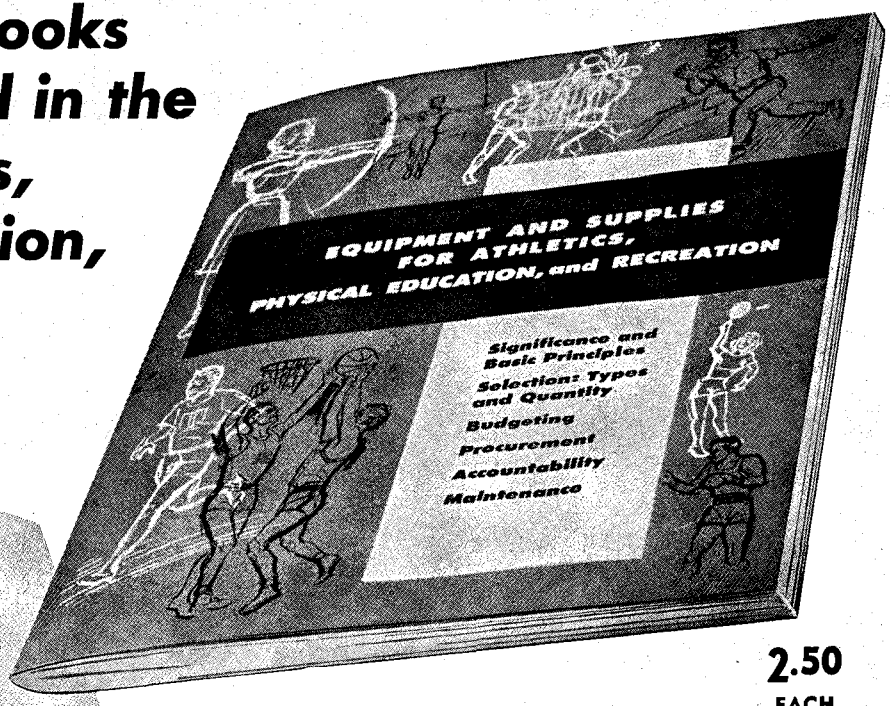
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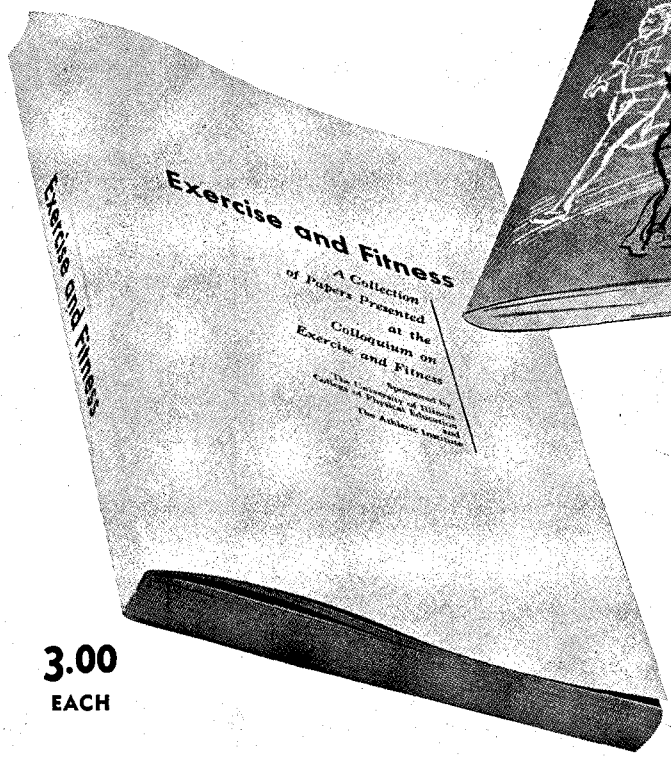
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EXERCISE AND FITNESS

Eminent authorities in the fields of physical education, physiology, nutrition, medicine, and psychology met at the Colloquium on Exercise and Fitness, sponsored by the University of Illinois College of Physical Education and the Athletic Institute, for the purpose of correlating research from several fields on the effects of training on the human organism. The result is this new, 248 page book—EXERCISE AND FITNESS—a landmark in the search for means of preventing or retarding the physical deterioration that has accompanied man's 20th Century retreat from manual labor.

EXERCISE AND FITNESS is a compilation of twenty papers, along with summary, which were presented to the distinguished members of the Colloquium. Included in the work are such titles as "Exercise and Heart Disease—Related Fields for Research," "Exercise, Fitness, and Aging," "Some Psychological Correlates of Physical Fitness and Physique," and "Exercise, Fitness and Weight Control." Essentially the book reviews the effects of exercise on fitness, with a focus on humans, adults, and hygiene, rather than, but not excluding, animals, children, and therapy. It includes both basic and applied research presentations.

Students, researchers, physical educators, doctors, and others will find this text of singular importance.

EQUIPMENT AND SUPPLIES

The Athletic Institute and the American Association for Health, Physical Education, and Recreation co-sponsored a national workshop, composed of outstanding men and women leaders engaged in the conduct of athletic, physical education, and recreation programs, as well as specialists engaged in designing and manufacturing equipment and supplies. Also included among the workshop delegates were school administrators, representatives of state departments of education, and various national consultants.

The result of the workshop is this 104 page book containing chapters on the following: "Significance and Basic Principles," "Selection: Types and Quantity," "Budgeting," "Procurement," "Accountability," and "Maintenance." The material in the manual is based on the reports developed by the Workshop discussion groups. Helpful references and sources of additional information and material are included. Pictures, graphs, charts, have been used to illustrate particular features. The basic purpose of this manual is to facilitate the purchase and use of equipment and supplies in such a manner as to achieve maximum participation, and assure the fullest benefits from programs of athletics, physical education, and recreation.

This manual is designed for use as a textbook for such courses as "Organization and Administration," and "Planning of Facilities and Equipment." It is a valuable reference source for courses dealing in various aspects of sports and athletics. It should be included in the professional library of school administrators; administrators and teachers of athletics, physical education, and recreation; coaches; planning consultants; purchasing agents; manufacturers of equipment and supplies; and others in need of practical information concerning these areas.

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TOP MANAGEMENT SPEAKS:

Industrial recreation is

AN OPPORTUNITY NOT A SUBSTITUTE

for the employee's responsibility to pursue his own course for leisure

To me, as a supervisor and as a personnel relations man, industrial recreation is not for fun alone; it is also decidedly serious business. The only way I can justify industrial recreation lies in the return on its investment: the effect which it may have on our product and its cost.

In our case, the product is engineering, and we believe that recreational opportunities carefully based on diagnosis of needs can have a favorable influence on the quality and cost of engineering which we provide the du Pont Company.

However, no industrial recreation program can or should serve as a substitute for the employee's right or responsibility to pursue his own course for leisure. It can, however, stimulate him to a more effective pursuit and supplement his own interests by providing recreational opportunities not otherwise available or convenient.

It is for these reasons that we believe that a good measure of our program's success has come from the fact it is employee-directed with minimum guidance from management. This encourages employees to define their own objectives for leisure, their own "pursuit of happiness," if you will. It provides them with greater opportunity for achieving the inner satisfactions which come from being active participants instead of observers.

Recalling the derivation of the word "recreation" is trite, but it may serve to remind us of our objective. If industrial recreation is construed as mere pleasure or self-indulgence, it certainly cannot make a significant contribution to the individual's pursuit of happiness. It comes, of course, from the Latin "re creare" (to create anew, to refresh). Our modern word means especially to refresh after toil or anxiety.

The more complex our business life becomes and the more leisure our people have, the more they need assistance in defining their own objectives of leisure, in selecting activities that will bring them the greatest reward. This can come only from full realization of the innate abilities which they possess. And to be most successful, it must be directed toward helping employees to help themselves.

Well-meaning welfare-type programs, autocratically imposed on employees, cannot achieve this. Only well-designed industrial recreation programs, largely administered by the participants and sufficiently varied to meet their needs, can relieve tensions, improve physical and mental health, cultivate leadership and strengthen morale.

Thus, for organized recreation in industry to be successful and for employee relations activity in industry to be successful, they must be in gear and must have the mutual objective of providing the soundest possible assistance to employees in achieving success in personal life and on the job.

These cannot be separated any more than a person can become a divergent individual at different times of the day. Concern over the "whole man's" satisfactions and success is rewarding equally to him and to his company. It is in this, I believe, that industrial recreation people have a grave responsibility. You hold within the breadth of your vision and the grasp of your hand a responsibility and an opportunity of equal proportions and of great moment.

Howard M. Miller

Manager, Personnel Relations Section

Engineering Department

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IN DECEMBER R/M

NIRA ANNUAL
Special "NIRA Annual" issue is a valuable reference for year-round use. Contents include 19th annual NIRA Conference Proceedings, NIRA Bylaws and Membership Directory, R/M Yearly Index and the first NIRA Buyers Guide of industrial recreation products and services.

BUILD YOUR OWN GOLF COURSE
Employees at Union Switch & Signal in Monroeville, Pa., thought it would be nice to have their own golf course. But they did more than think about it: they built it! Read how they planned, financed and constructed a complete 18-hole course with clubhouse, swimming pool and other facilities.

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LIMITLESS pleasures, from observation to underwater photography, fishing, even salvage work, await the skilled diver.

come on under . . .

the diving's fine

Skin and SCUBA diving have captured the fascination of employees everywhere. Here's how to organize a program

by Ada Paskind Kahn

Whether your employees work at desks or machines, indoors or out, there probably are many who would welcome an underwater activity in your recreation program.

Skin and SCUBA diving, one of the newest and fastest growing sports in the world, can be enjoyed by a few or a large group at a time. It's a sport in which the ladies can participate, too.

Man first learned to swim by watching animals glide through the water. Through centuries, safe and reliable swimming techniques have evolved, and only recently, equipment has been designed to make man as amphibious as a frog.

Skin diving is actually swimming made easy. With the aid of flippers on your feet and a face plate over your eyes and nose, you can swim underwater swiftly and see clearly. SCUBA stands for "self-contained underwater breathing apparatus" and allows the diver to remain underwater for long periods of time without surfacing for air.

QUALIFICATIONS

Before members are accepted to participate in SCUBA, they should be checked by a physician. Good health and swimming ability are definite prerequisites for skin diving. Swimming aids should be looked upon as improving the swimmer, not allowing the non-swimmer to enter the deep water with false confidence.

The following is a basic test in swimming performance:

1. Swim 200 yards on the surface without swimming aids.

2. Swim 10 yards underwater without swimming aids.

3. Swim 50 yards with 10 pounds of weight without swimming aids. The weight should be iron or lead in a belt around the waist.

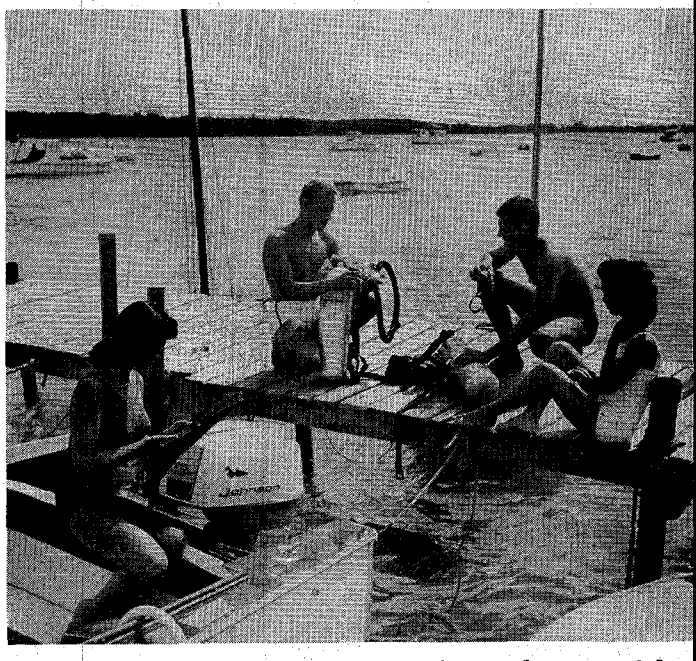
4. Tread water for five minutes.

5. Tread water with hands out of the water for 30 seconds.

If these simple tests canont be passed easily, then more practice in swimming is necessary. The experienced diver should pass a much more difficult test involving water skill and knowledge of water safety and first aid.

CHOOSING A DIRECTOR

If there is no one within your company qualified to teach diving, an instructor may be obtained from the local YMCA, Red Cross, Pool Directors, or similar groups. The director should be a skilled and resourceful diver, and have the ability to administer and teach a program based on the best authorities in the field. He should have a thorough knowledge of the technical equipment of diving. He should be a stern disciplinarian in the enforcement of



PREPARING to plunge, these divers first make a careful check of all equipment. Not a casual sport, SCUBA requires discipline and technical knowledge of equipment.

safety rules, and the type of leader that members can come to for advice and accurate information.

MEETINGS

Before the first regular meeting of the group, those who will actively participate should have passed the physical examination and the swimming test.

At the first meeting, the diving instructor or other qualified person can speak to the group about the sport in general, plans for activities and objectives, and perhaps show a movie on diving.

Meetings should be well planned and arranged to move briskly and efficiently. To maintain interest and attendance, they must be stimulating and educational without being too "academic."

Speakers can be obtained from the U. S. Navy, Coast Guard, Red Cross, state fish and game commissions, and the Oceanographic Institute. Other interesting speakers might be experts in underwater photography, diving doctors, champion or professional divers, and local dealers.

To grow and justify its existence, the group must plan interesting outings after the initial details of organization are arranged. Most meetings can be held at the side of the pool in conjunction with the day's diving maneuvers. A diving club can't hold many meetings without water and last very long.

Plan all trips and projects away from your "home" pool carefully in advance. All safety precautions should be taken, especially when diving in new and strange waters. Assemble the proper tools and instruments required; plan and perfect your team work in advance.

EQUIPMENT

Once the basic qualifications have been met, the next step is familiarization with the equipment, preferably in a swimming pool.

Amount of equipment needed at the beginning of a club's activities depends on the number of participants, amount of money each member is prepared to invest in his own equipment, budget given by the company or employee association. A minimum should be two or three complete sets of equipment for whatever level of the sport the group plans to achieve.

Divers should always go under in pairs, whether in a pool or a lake. The "buddy" system is utilized in skin and SCUBA diving for the convenience and safety it affords.

In order to remain underwater for more than a minute or two without emerging for air, a snorkel can be used. In simplest terms, the snorkel is a "j" shaped hose, with one end held in the mouth, and the other end above the water level. It allows the diver to scan the bottom without interruption while swimming near the surface. The snorkel, face plate and flippers are the basic equipment for skin diving.

A diver should be skilled first in ordinary skin diving before approaching SCUBA, the more advanced stage of the sport. In SCUBA, the diver depends on a tank of compressed air attached to his back and a device to regulate the supply of air reaching him. Along with the tank and regulator, the SCUBA diver uses the face plate and flippers.

Fins average from $9-$15 per pair, depending on size and style. Masks are $4 and up, snorkels, $2 and up, regulators, $50 and up, tanks, $60 and up. Other equipment that may be acquired are weights, inflatable belts for use as buoys and anchors, safety floats, and jackets. Depending on what phase of the underwater sport you will go into, you may want to consider accessories as depth and pressure gauges, compasses, underwater watches, flashlights, waterproof suits, knives, hand spears, spear guns, underwater telephones, etc. Once members get farther into the sport, there are many underwater avenues for all interests.

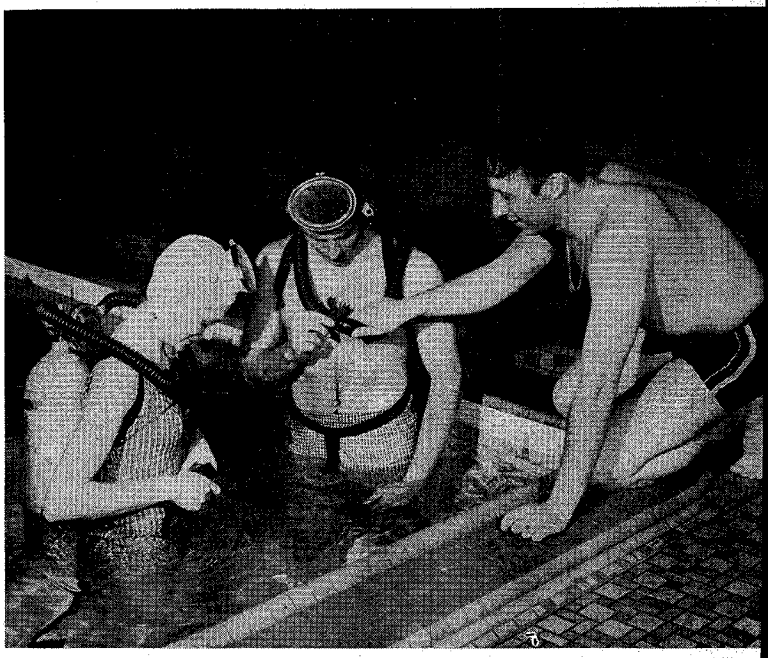
ACTIVITIES

A beginner may wonder what his goals as a diver should be. These will depend on his interests, but there are many general advanced activities to which he can gaze ahead.

SCUBA continued on page 13



STUDENT-EMPLOYEES from Norair, Div. of Northrop Corp., Hawthorne, Calif., wade into the Pacific to learn SCUBA diving techniques of exit and entry.



BEGINNERS' training is usually conducted in a swimming pool where they perfect their swimming ability and learn the use and function of specialized diving equipment.

why the ABC OPPOSES mailographic tournaments

Bowling competition by mail is forbidden by ABC as unfair, impractical and an unrealistic test of competitive skill

THIRD IN A SERIES

Expansion, decentralization, mergers and other business developments have scattered the operations of many medium and large corporations to all corners of the country and the world. More than ever, management faces the challenge of bringing its far-flung employees together under one roof of company spirit and understanding.

To supplement the results which can be obtained through house organs, award programs, departmental meetings and other approaches to the problem, many firms have sponsored mailographic bowling tournaments whereby all employees may compete for the company championship by mailing in the scores they have bowled at different establishments throughout the nation. Most of these have proved highly successful and have been endorsed by management.

However, mailographic tournaments are forbidden by American Bowling Congress Rules. ABC awards are not given for performances in mailographic events. ABC disapproves of using the same score twice: once in local ABC sanctioned play and again as the score entered in a mail tournament.

Since this policy has created embittered comments against the ABC by a number of industrial recreation directors, R/M asked ABC executive secretary-treasurer Frank Baker to explain ABC's stand. His reply is printed below, to be accepted or rejected with the knowledge that ABC has carefully considered the subject and has made its decision on the basis of what it believes best for bowling. Mr. Baker does, however propose an alternative plan that may be acceptable to most companies and that does comply with ABC rules.

The primary objection to mailographic tournaments, which are based on comparing scores from different establishments, is that scoring conditions vary so much from one house to another.

Moreover, these score comparisons sacrifice the pressures of face-to-face competition which really determines how well the team or individual can perform in actual combat.

American Bowling Congress rules, therefore, require competition for a common position standings prize list to be conducted in the same establishment. If two or more houses are to be used, all participants must compete at each house to equalize the competition as much as possible.

Differences in pin weights, vast variances in conditions of lane surfaces and the differences in providing uniform management all contribute to the inequities that make mailographic competition impractical.

Even in the face of the feeling that organizations could provide uniform pin weights and otherwise standardize their activities, it is impossible to obtain the uniformity in widespread mailographic competition that is essential to the satisfaction of everyone.

The variances in the playing conditions of the lanes, like the differences in golf courses, cinder tracks and baseball parks, simply create different scoring conditions. Faithful use of the National Bowling Council maintenance procedures used at the ABC tournament and the All-Star tournament sponsored by the BPAA can minimize these variances.

SCORING VARIATIONS

Despite the most diligent efforts, however, scoring frequently is better in some establishments than in others.

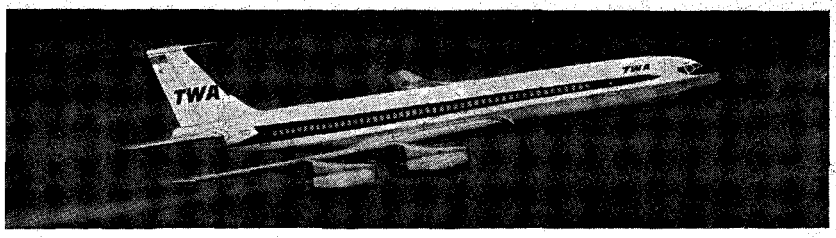
There are many reasons for these differences. The more perplexing include such imponderables as atmospheric conditions and humidity which seem to affect surface conditions and the moisture content of the pins. Even when identical pin weights are used, some houses enjoy better pin action than others. And it is not uncommon for some of these conditions to change slightly with no readily found reason.

Just as different cooks can come up with slightly different cakes from the same recipe, the human element also creates variances in the surface conditions of bowling lanes.

This is because maintenance men frequently produce some variations through their own habits or convictions on how the work should be done.

Likewise, there are honest differences of opinion among proprietors, maintenance men and even bowlers as to how they like the lanes. Some want them fairly slick; others prefer them on the dry side. There is little likeli-

ABC continued on page 15



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MIDWEST CHAMPS: Thompson Ramo Wooldridge, (l-r) Joe Golob, Tony Tate, Jim Valardo and Ted Betley. Betley fired a 67-74—141 to win medalist honors.

TRW CAPTURES MIDWEST GOLF

Wright-Patterson, National Homes win division titles in industry's largest golf championship

Paced by medalist Ted Betley and runner-up Joe Golob, Thompson Ramo Wooldridge, Inc., swept team and individual honors at the 15th annual Midwest Industrial Golf Championships in Pontiac, Mich., Aug. 20-21.

Classified in divisions on the basis of season-long averages, Wright-Patterson Air Force Base and National Homes Corp. captured the other two team titles. The field of 416 golfers representing 104 teams was the second largest in the history of the meet.

The 36-hole event was co-sponsored by Goodyear Tire & Rubber Co. and Ford Motor Co. with Ray Detrick and Charles Haggerty serving as respective company chairmen.

Next year's tournament will be held on Purdue University's 36-hole course in Lafayette, Ind., Aug. 19-20, under the joint sponsorship of Goodyear, Purdue and the Lafayette Chamber of Commerce.

15th Annual Midwest Golf Championships

Pontiac & Morey's Country Clubs, Pontiac, Michigan

TEAM CHAMPIONS

Division A	Score
Thampson Ramo Wooldridge, Inc., Cleveland, O.	277-309—586
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	309-292—601
Goodyear Tire & Rubber Co., Akron, O.	294-313—607
Eaton Axle Division, Cleveland, O.	303-305—608
Pontiac Motor, Pontiac, Mich.	313-295—608
Division B	
Wright-Patterson ABF #2, Dayton, O.	304-318—622
Champion Paper & Fibre #2, Hamilton, O.	317-312—629
Ampco Metal, Inc., Milwaukee, Wis.	323-308—631
Inland Mfg. #1, Dayton, O.	312-320—632
Wyman Gordon Co., Harvey, Ill.	319-318—637
Division C	
National Homes Corp. #1, Lafayette, Ind.	336-321—657
Hot Point #1, Chicago, Ill.	339-321—660
Fansteel Metallurgical #1, North Chicago, Ill.	338-323—661
Fansteel Metallurgical #2, North Chicago, Ill.	339-325—664
Sunbeam, Chicago, Ill.	345-323—668

INDIVIDUAL CHAMPIONS

Division A	
Ted Betley, Thompson Ramo Wooldridge, Cleveland, O.	67-74—141
Joe Golob, Thompson Ramo Wooldridge, Cleveland, O.	70-72—142
Ron Stokely, MacGregor Sports, Cincinnati, O.	72-72—144
Tod Thompson, Eaton Axle Div., Cleveland, O.	73-72—145
Merle Ashton, Goodyear Tire & Rubber Co., Akron, O.	68-78—146
James Brafford, Chevrolet #1, Warren, Mich.	76-70—146
Bud Anderson, Alliance Machine, Alliance, O.	69-77—146
Dale Schofield, Sangamo Electric, Springfield, Ill.	70-76—146
Ernie Rothen, Allis-Chalmers, Milwaukee, Wis.	72-74—146
Rube Wideman, Pontiac Motors, Pontiac, Mich.	73-73—146
Division B	
Don Childers, National Homes #1, Lafayette, Ind.	73-76—149
Irv Levinson, Ampco Metal, Milwaukee, Wis.	76-74—150
Pete Danelak, Wright-Patterson #2, Dayton, O.	73-78—151
Don Bruske, Pontiac Motors, Pontiac, Mich.	78-73—151
Charles Merrill, Champion Paper, Hamilton, O.	78-74—152
Ted Fabiszak, Sinclair Refining, East Chicago, Ill.	74-78—152
Bill Zitta, Whirlpool Corp. #2, St. Joseph, Mich.	76-76—152
Frank Stepanzuk, Wyman Gordon Co., Harvey, Ill.	75-77—152
Joe Radojcsics, Mansfield Tire, Mansfield, O.	77-75—152
Division C	
Don Peterson, Fansteel Metallurgical #2, N. Chicago, Ill.	79-77—156
Nick Perri, Fansteel Metallurgical #1, N. Chicago, Ill.	79-78—157
Don Doolin, Allen-Bradley, Milwaukee, Wis.	82-77—159
Gerry Gast, Whirlpool Corp. #1, St. Joseph, Mich.	79-80—159
Allen Hindrich, Ampco Metal, Milwaukee, Wis.	83-77—160
Andy Thomas, Whirlpool Corp. #2, St. Joseph, Mich.	82-81—163

MANAGEMENT TOURNAMENT

Bob Tews, Ampco Metal, Milwaukee, Wis.	73
Lou Binette, Wyman Gordon Co., Harvey, Ill.	76
Sherman Steele, Armco Steel Corp., Middletown, O.	77



MANAGEMENT WINNER Bob Tews (c) of Ampco Metal receives his award from Ray Detrick (l), Goodyear, and Bob Varos, Ford. The management meet was run separately.



FORD RADIO CLUB kept contact between the two courses on which the tournament was played, relaying scores to the official scorekeeper at tournament headquarters.

Ringers by the Ton

By the time the National AAU Horseshoe championships were over, almost nine tons of ringers had been wrapped around the stakes.

The meet, held at Delco Moraine's Recreation Center in Dayton, Ohio, Sept. 2-4, saw 24 expert pitchers throw a total of 13,606 shoes, or, if you prefer, 17 tons worth. Of these, more than 7,000 shoes were ringers.

Dayton industry not only hosted the meet, they provided the winner: Glenn Riffle of Frigidaire Div. who won 12 consecutive matches. Riffle then teamed with Charles Stipple of National Cash Register, also of Dayton, to place second in doubles.

Bob Rung, of Delco Moraine and slated to be next year's secretary of the Dayton Industrial Athletic Assn., served as referee and Art Blatz, another DIAA pitcher, was official scorekeeper.

Camera Deadline Nears

Sometime next year, an employee of a NIRA member company and his guest will spend a week vacationing in Mexico. The price—including meals, lodging, sightseeing and round-trip air transportation—is only the cost of film to take one photograph.

There's only one string attached: that photo must be judged as the winner of NIRA's Employee Photo Contest.

Sound like a long shot? Not so. There are 10 other prizes in camera equipment, film and accessories waiting for the runners-up.

The contest is open to any NIRA company member employee and his immediate family who do not earn more than half their living from the sale or use of photographic products.

For complete details, see the Feb. 1960 issue of R/M, the April NIRA Newsletter or write NIRA, 203 N. Wabash, Chicago 1, Ill. Entry deadline: midnight December 31.

No entry fee or entry blank is required, and there is no limitation on the number of photos entered by each contestant.

Softball Champs

For the first time in three years, industry had to settle for a split in the Amateur Softball Association's World Softball tournaments.

In the women's championships, the Raybestos Brakettes, representing the Raybestos Division of Stratford, Conn., swept to their third consecutive title.

In the men's meet, however, the Clearwater (Fla.) Bombers ended the domination of the Raybestos Cardinals and the Stephens-Adamson (Aurora, Ill.) Sealmasters to reclaim the title they had last won in 1957.

The Cardinals lost out early in the double elimination men's tournament, and the defending champion Sealmasters settled for fourth place. Industry's most successful representative, Champion Paper & Fibre Co. YMCA from Canton, N. C., finished third. Second place went to a commercial team from Stockton, Calif.

In the slow pitch championships also sponsored by the Amateur Softball Assn., Pharr Yarn Co. of McAdenville, N. C., won the industrial playoffs at Louisville, Ky.

The open division championship, contested at Toledo, Ohio, went to Hamilton Tailoring of Cincinnati.

The Carolina Rockets, High Point, N. C., won the ASA's women's slow pitch championship.



REALLY, despite the tears on our young friend's face, the annual picnic for employees of H. W. Lay & Company, Chamblee, Ga., was an outstanding success. The welcome sign was made of ribbon with a prize to the person who came closest to guessing the length of ribbon used. As the picnic ended, the sign was leaned against the play pen of David Christopher who had experienced a very enjoyable but tiring day.

Live to Eat

Whether the physical fitness advocates agree or not, members of the Gourmet Club, Miller Brewing Co., Milwaukee, Wis., have filled their spare hours (and their stomachs) with a rewarding program.

All members have ample incentive to work toward the club's purpose: delightful eating and sight-seeing. Reporting on their year's activities, the Gourmets listed seven excursions for exotic dishes and sights with attendance ranging from 11 to 66 members at each.

High spots included the Edgewater Beach Hotel in Chicago, with time out to see the "Music Man;" The Wagon Wheel in Rockton, Ill.; Sky Gardens in Sheboyan, Wis.; and other renowned eateries in the Milwaukee area.



BRIDGE TEAM representing Rocketdyne Corp. captured the Commercial and Industrial championship at the 32nd annual Summer National Contract Bridge tournament in Los Angeles. (L-r) Bernie Botfield, W. A. Moser, John Porcella and Robert King. More than 50 industrial teams entered the event.



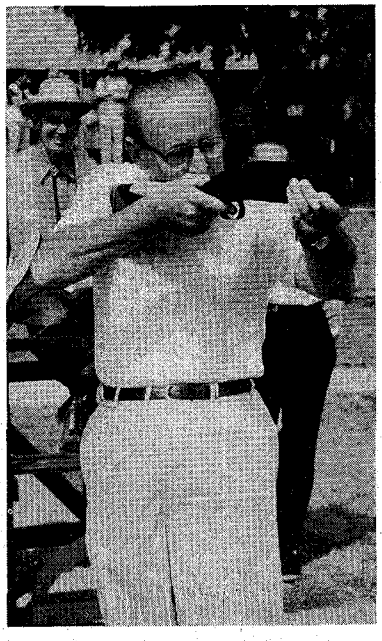
CINCINNATI SHAPER'S trap shoot champs: (l-r) Arnold Poppe, Dale Smyth, Jack Orben, Albert Huston, and Douglas Dawn. The team missed on only 17 of a total 250 targets.



CROWD estimated at 3,500 spectators witnessed the one-day show which has been conducted annually by Armco Steel Corporation since 1950.

HIGH GUN honors went to Clyde Davis (l), Belden Mfg. Co. Ralph Wright (r), assistant manager of the Middletown Works of Armco Steel Corporation, opened the 11th shoot.





Industrial Trap Championships

CINCY SHAPER TRAP CHAMPS

Clyde Davis of Belden Mfg. wins high gun in 11th annual Armco Invitational Trap Shoot

A record field of 82 teams and 410 trap shooters converged at the Middletown Sportsmen's Club, Middletown, Ohio, Sept. 11, for the 11th annual Armco National Industrial Invitational Trap Shoot.

Exactly 21,045 fired shotgun shells later, the Cincinnati Shaper Company's No. 1 team emerged as the 1960 industrial champion by a slim one target margin over runner-up Frigidaire Division of Dayton, Ohio.

In the individual shoot-off, Clyde Davis, Belden Mfg. Co., Richmond, Ind., broke out of a three-way tie to win high gun honors. Davis shot a perfect 50 in the two regulation rounds, then broke 23 of 25 targets in the shoot-off.

Although six states were represented in the meet, teams from Southwestern Ohio continued their domination over employee shooters. Only Inland Steel Company of East Chicago, Ind., was able to crash the monopoly of Dayton-Cincinnati area teams in the meet's top ten positions.

Under the direction of Clarence Abell, Armco's director of activities, the five-man team event is open to any company with the only stipulation that each shooter be a bona fide employee of the company he represents.

Armco National Industrial Invitational Trap Shoot

Middletown Sportsmen's Club, Middletown, Ohio

TEAM LEADERS

Cincinnati Shaper Company #1, Cincinnati, O.	233
Frigidaire Division #1, Dayton, O.	232
Champion Paper & Fibre Co. #1, Dayton, O.*	231
Armco Steel Corporation #1, Cincinnati, O.	231
National Lead Company #1, Cincinnati, O.	230
Delco Products Division #5, Dayton, O.	230
Delco Moraine, Dayton, O.	229
Wright-Patterson AFB #1, Dayton, O.	228
Inland Steel Company #1, East Chicago, Ind.	227
National Lead Compnay #2, Cincinnati, O.	226
Frigidaire Division #2, Dayton, O.	226
Delco Products Division #2, Dayton, O.	226
Wright-Patterson AFB #2, Dayton, O.	224
National Cash Register #3, Dayton, O.	224
Inland Steel Company #2, East Chicago, Ind.	222

*won third place shoot-off

INDIVIDUAL LEADERS

Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind.	222
National Cash Register #1, Dayton, O.	222
Delco Products Division #3, Dayton, O.	222
Armco Steel Corporation #2, Middletown, O.	222
Inland Manufacturing Division #3, Dayton, O.	222
Clyde Davis, Belden Mfg. Co., Richmond, Ind.	50x50, 23x25
C. O. Parsons, Wright-Patterson, Dayton, O.	50x50, 20x25
Marion Russell, Delco Moraine #1, Dayton, O.	50x50, 15x20
Ed Johnson, Frigidaire #1, Dayton, O.	49x50, 25x25
Howard Shroyer, Frigidaire #2, Dayton, O.	49x50, 24x25
Arnold Smith, Armco #1, Middletown, O.	49x50, 23x25
James Lannan, Owens-Corning, Newark, O.	49x50, 21x25
Wesley Rice, Seagrams, Lawrenceburg, Ind.	49x50, 20x25
Ray Lesher, Frigidaire #1, Dayton, O.	49x50, 20x25
True Ward, Champion Paper #1, Hamilton, O.	49x50, 19x25
Albert Huston, Cincinnati Shaper #1, Cincinnati, O.	49x50, 19x25
Max Fisher, North Amer. Aviation, Columbus, O.	39x50, 17x25

SCUBA continued from page 7

Exploring trips in local or distant waters are popular, also wreck diving and shell and coral collection expeditions.

Salvage and repair work can be undertaken by a qualified group. Some diving clubs in the country finance their operational expense with this work.

Marine life observation is another aspect of the sport your group may undertake when it is well advanced. The Fish and Game Commissions of several states use SCUBA equipment extensively in their study of undersea life and in their conservation activities. Clubs can offer their services and cooperation in this important work.

Underwater photography is another activity in which your members can participate after they have reached a high degree of skill in handling themselves underwater. There are competitions where underwater photographers can exhibit their productions for evaluation.

Underwater hunting can be done with a spear gun, and the hunter can stalk his prey at close range rather than waiting for the fish to get hungry.

Diving is also a wintertime sport, say those who do it. A group in Wilmette, Ill., makes regular dives during the snowy season just to keep in practice. Specially insulated suits keep the divers warm. Wintertime diving, however, should be practiced by only the most advanced divers.

Programs for training the youngsters in the safety rules and skills of skin diving (use of fins, mask and snorkel) can begin any time during the year. Family outings can be planned in which the youngsters observe the adults in their more advanced maneuvers, then participate themselves.

A useful booklet, *Diving with Safety*, may be obtained from the U. S. Divers Co., 11201 W. Pico, Los Angeles 64, Calif. With 90 illustrations, the booklet serves as a complete underwater instruction manual.

REGOGNITION

As an incentive for each member to learn and practice the safety rules and to increase his skill and participation in diving, some type of graduating achievement program should be established. Recognition in the form of certificates or badges can be given to those who qualify.

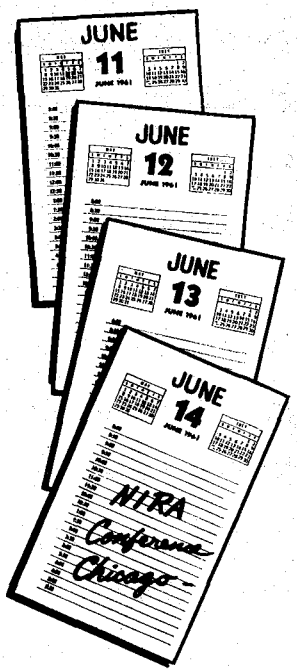
The objective should not be to create a competitive atmosphere, but rather to set attainable goals as a guide for improvement.

The aims of the members should be to have a thorough knowledge and practice of basic diving skills. Divers should feel at home and at ease underwater.

Your diving director should encourage divers to practice and perfect their performance in one category before attempting the next stage. Club members should be tested in each stage of their progress.

DIVING SPORTSMANSHIP

Any worthwhile diving club should educate its members to be diver sportsmen, to respect the rights of other divers and to be conservation minded. Diver sportsmen are not "pirates of the sea." They obey the fish and game laws. If they discover some unique plant, animal life or rock formation, or some object of historical or archaeological significance, they submit their report and specimens to the proper scientific agency. By making contributions to diving lore and to scientific knowledge, they gain prestige and satisfaction, and develop the respect and confidence of everyone concerned.



save these dates

for NIRA's 20th anniversary

CONFERENCE and EXHIBIT

- **Key speakers,** nationally prominent in business and recreation, spotlight ideas for successful program management.
- **Seminar sessions** dig into the problems and solutions concerning a wide range of specific employee activities.
- **Only national exhibit** of industrial recreation products and services displays the newest tools of your trade.
- **Special demonstrations** provide first hand knowledge of the skills and program requirements of specialized activities.

Registration fees: *$40. for NIRA company and branch members, $50. for non-members, $20. for wives. Includes reception, two luncheons, NIRA banquet and floor show, door prizes, program, souvenirs.*

Hotel Sherman, Chicago, Illinois



At C. G. Conn, Ltd.,

They Practice What They Preach

The only all-employee band sponsored by a musical instrument manufacturer achieves several purposes

The Conn Music Men, a 36-piece, all-employee band, sponsored by C. G. Conn, Ltd., of Elkhart, Ind., world's largest manufacturer of band instruments and electronic organs, does much more than provide music for its listeners and recreation for its members.

Its existence is proof that the company believes in the product and is convinced of its values.

Organized to help celebrate the Elkhart Centennial in 1958, the Conn bandsmen were led in their first public appearance by Meredith Willson of "The Music Man" broadway show fame.

Since then, they have appeared in connection with performances of the show in Chicago and New York. They have been invited to perform at halftime during a professional football game with a national tv hook-up. And, of course, have made other televised and public appearances.

The Music Men draw members from all departments at the Conn plant in Elkhart, including export sales, domestic sales, education, order department, testing, advertising, inspection, quality control, service, accessory and production.

Executives, technicians and supervisors play side by side with machinists, assembly men, polishers and finishers.

Every musical instrument used by the band—from tuba to piccolo—was made at the Conn plant.

Though composed entirely of Conn employees who meet once a month to practice, the Music Men have played host to top flight professionals like Don Jacoby, Merl Evans and Joe Basile.

Dr. Jody Hall, assistant director of the Conn research department is their leader.

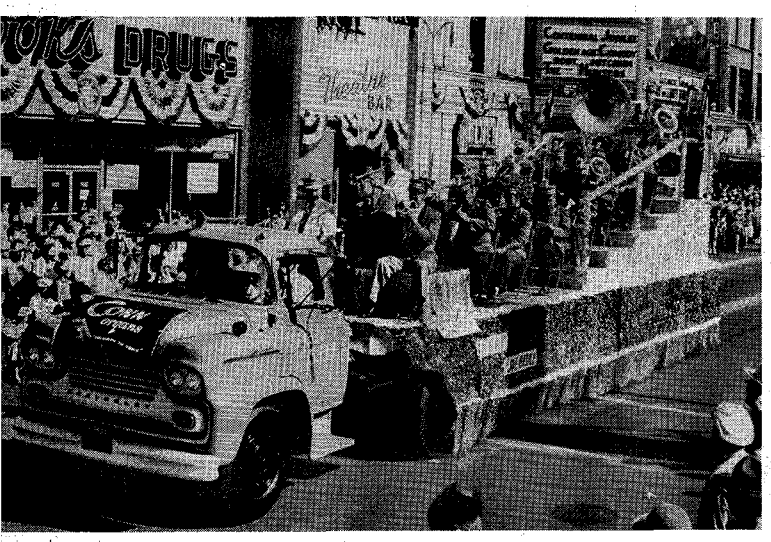
Many of the Music Men are former professional musicians and well accustomed to the limelight. However, few have enjoyed the fame of tuba player Glen Stoneburner, a Conn supervisor, who recently stumped the "What's My Line?" television panel with his job title—tuba tester.



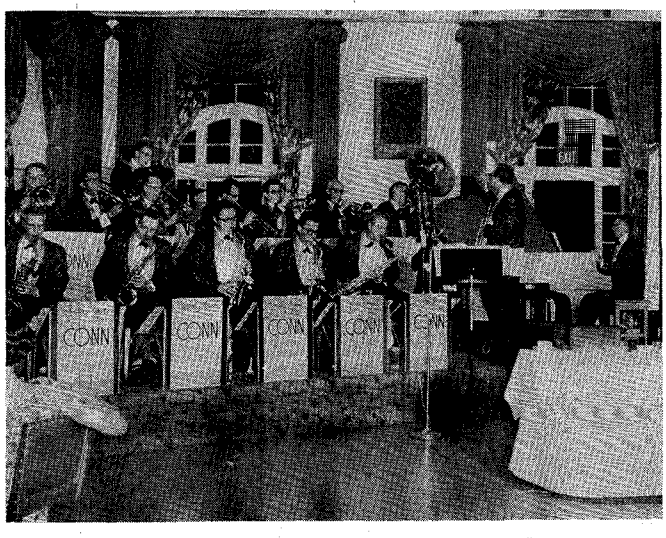
BEATING THE DRUM for Conn is Meredith Willson, whose rollicking Broadway hit, "The Music Man," deals with the story of an instrument salesman.

Although it may seem as if the Conn Music Men blow their own horns on a busman's holiday, their enjoyment is probably doubled by appreciating the fact that it is their work which makes their hobby possible.

And this hobby, which brings satisfaction to the participants, also returns many dividends on the company's investment. From the few instances cited above, it can be seen that the Conn Music Men make solid contributions to important company functions: advertising, public relations, community relations and employee relations.



THE BAND started as one of the featured attractions of a parade celebrating the Elkhart Centennial. The Music Men is the only organized group among instrument manufacturers.



SMALLER GROUP within the full marching band meets regularly to form a company dance band which plays for various company functions attended by Conn employees.

ABC continued from page 8

hood that these differences will be fully resolved, they simply contribute to the variable conditions which make mailographic competition unfair and impractical.

Perhaps two illustrations from other fields will emphasize the point at issue. No golfer would think it fair to compare the score of a player on a flat, sun-drenched course in the Southwest with a round shot in the rain by a player on a hilly, heavily trapped course in New England.

Neither would it be fair to compare the cross-country time of a team running over rough terrain in Pennsylvania against that of a team running over a flat course in Illinois.

It is fundamental to competition that the participants be brought together in face-to-face matches or in general tournament play under similar conditions. The nature of the game makes this absolutely necessary in most sports like football, baseball and basketball. Unfortunately, the mathematical aspects of golf and bowling have misled some people into feeling that these fundamentals don't have to be observed in these games.

To compare Joe's score, though, against his associates in Town A with the efforts of John's performance in a big league in Town B, however, would be as inconsistent as to say that because Alabama beat Texas by 20 points whereas Oklahoma beat Texas by only 13 points, that Alabama definitely is a better football team than Oklahoma.

These comparisons would permit no consideration for how a team or individual would rise to the occasion and face the issues of equal conditions and the challenge of head-to-head combat.

Since bowlers are entitled to the same competitive dignity accorded the participants in other sports, we can only rationalize, therefore, that they, too, must be brought together for their competition.

In the same philosophy, however, that all 300 games are recognized and the nation's foremost scores are honored every season, companies with bowling leagues at widely scattered plants could recognize the better team and individual performances every year for company awards.

Thus, it would be permissable to present awards for the best individual series, best team series, team game, etc., as long as scores are not compared for relative position standings in an over-all league or tournament contest.

There's "good will" sewn right into...

General
Uniforms

If you measure the success of your athletic program in terms of the "good will" it creates . . . you'll find that it pays to outfit your teams with GENERAL uniforms.

Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

Your local sports dealer will be glad to show you the wide selection of styles, materials and colors that are available. Ask him about GENERAL uniforms today!



GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio

dollars

Recreation dollars make business sense in achieving the goals of modern industry. At the same time, sound business sense must be applied to the appropriation and use of the recreation dollar. Fundamental in the efficient operation of industrial recreation programs are the services provided by the National Industrial Recreation Association.

and

sense

WITTEK GOLF RANGE SUPPLY CO., INC.
5128 W. NORTH AVE. CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Don't Rock the Boat

Boating continues to be a safe recreation despite its tremendous increase in popularity, according to a statistical study of fatal boating accidents (see table) recently released by the Outboard Boating Club of America.

The study found that the number of boating fatalities has remained about constant (1,243 in 1949 and 1,391 in 1958) while boating activity has sharply increased (2,643,000 motors in use in 1949; 5,485,000 in 1958).

In 1949, there was one fatality for every 2,128 motors; in 1958, one fatality per 4,000 motors.

Among the 10 major types of fatal accidents, boating ranked well down in ninth position. Leading types of accidents were: motor vehicle, falls, fire and drownings excluding boats.

Six-Second Workout

"Take six seconds of planned exercise each day," prescribes Bob Richards, director of the Wheaties Sports Federation and crusader for physical fitness.

The plan, "Six Seconds for Fitness and Fun," which is directed at all ages, was developed by Richards and physiologist, Dr. Arthur H. Steinhaus.

Included in the plan are tips on how to relax, how to limber up, improve posture, how to watch the waistline, everyday exercising, waking up exercises and other suggestions.

Causes of Fatal Boating Accidents in 1959

NEGLIGENCE	**54.0%**
Standing	11.9
Poor Observation	8.6
Unbalanced Load	6.2
Sudden Maneuver	6.2
Overload	3.7
Jumped Overboard	3.4
Sudden Starting	2.8
Wake of other Craft	2.7
Hazardous Waters	2.6
Reckless Operation	1.2
Intoxication	1.2
Misc. Negligence	3.5
NATURAL PHENOMENA	**13.7%**
Weather and Windstorms	13.3
Other Conditions	.4
MECHANICAL FAULT	**7.9%**
Engine Fault or Failure	4.1
Unseaworthy Boat	2.2
Other Mechanical Failure	1.6
FAULTS NOT OTHERWISE CLASSIFIED	**1.6%**
UNKNOWN	**22.8%**
	100.0%

"What kind of exercise is more important than how much," says Dr. Steinhaus. Richards adds, "A few, simple six-second exercises woven into your day's routine will make a big difference. Do the exercises at odd moments of leisure time. Try them for one month. Unless you are already following rigid training rules, you should feel better."

Float and Fly

Sea-air cruises to Europe—sail over, fly back—have caught the imagination of vacation travelers and offer still another wrinkle for employee travel clubs.

Rates for a series of fall tours packaged by Trans World Airlines and American Export Lines run from $761. to $1,272. first class per person.

Game or Calisthenics?

Art Blitstein, president of a Chicago book binding firm, may have come up with the final argument against those who oppose golf carts, reports *Golfdom.*

"In some ways golf is a game of endurance," Blitstein observes. "For many a player it causes much strain and over-exertion. I feel it should be a game of skill alone, and not how far a man can walk."

With this in mind, the bindery executive came up with a unique idea for this year's Chicago printing industry golf tournament which he sponsors.

Why not find out, scientifically, what happens to individuals who ride an 18-hole course in comparison to those who walk?

To help Blitstein conduct the experiment, Dr. Stanford Menachof, a physician and golfer, selected two groups of six golfers each. As nearly as possible, each pair of golfers was alike physically. The weight of the men was approximately the same as were their ages, and, as far as could be determined, all were in good condition.

Before teeing off in the printers' tournament, the 12 golfing guinea pigs underwent an extensive examination. "About the only thing I didn't do," said Dr. Menachof, "was give them a cardiogram. That would have taken too long."

The first group walked the course, while the second rode in cars.

Some four and a half hours later, the hot, hungry and tired golfers came off the 18th green. Then Dr. Menachof took up the second phase of his examinations. The findings?

"I wouldn't say they were startling," the Doctor said, "but there was quite a difference between the two groups.

"The golfers who walked lost an average of four to five pounds; their blood pressure rose from eight to as much as 20 points. Blood pressure of those who rode went down slightly. They had no appreciable weight loss.

"With regard to pulse, that of the riders either decreased or remained the same, while the number of heart beats of those who walked jumped an average of 16 per minute.

"From my observations of the 12 golfers, it appears that playing the course via car rather than walking is indeed more beneficial." Menachof applies this statement to all golfers whether they go out three days a week or once a year.



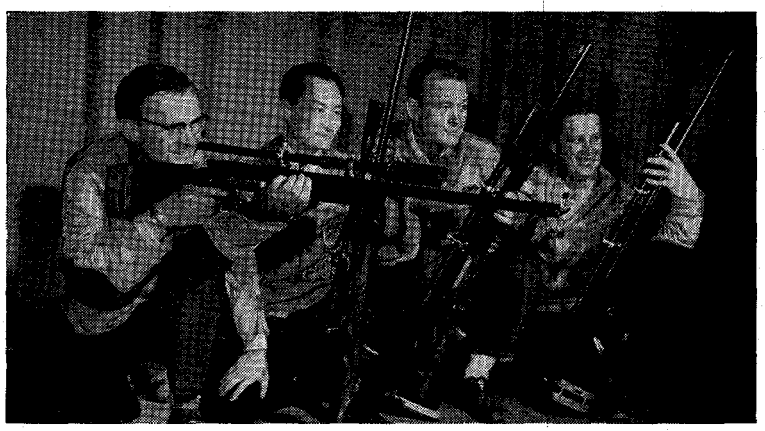
PERSONALIZED hand towel, styled and designed for bowlers, makes an ideal banquet souvenir and place marker, with names embroidered on each. Fits into any bowling bag. $1.25 each or two for $2.25 plus 15c each for postage. No C.O.D.'s. Sportland Products Co., Box 1005-P, Oak Park, Ill.

More Juniors Will Bowl

"This will be the biggest season in the history of the American Junior Bowling Congress," predicts Milt Raymer, AJBC executive director.

Membership grew to 330,000 boys and girls last year. Raymer expects 200,000 more to compete in the Christmas tournament and 15,000 more teams to enter the national tournament. Both are mailographic events.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



Ford Motor Company

GUN CLUB
Dearborn, Michigan

Sponsored by
THE FORD MOTOR COMPANY

Charles Casper ..... President
Tao Yuan Wu ..... Vice President
Katie Casper ..... Sec'ty-Treas.
Leslie Horvath ..... Executive Officer
Alex M. Smith ..... Club Instructor

The Ford Motor Gun Club was formed 14 years ago to encourage organized marksmanship among Ford employees and their families. It has 125 senior and 50 junior members.

Pictured above is the Ford team which recently won the Michigan State Indoor Smallbore Team Championship. During the past year, club rifle teams have also won: the Southeastern Michigan 2- and 3-Position Leagues, the Midwestern Sectional Championship and the William Randolph Hearst Trophy Match.

The club's varied program—which includes league shooting, participation in nearby tournaments, postal matches and firing for individual qualification awards—has contributed to the Ford club's outstanding record.

NRA is proud of its association with the Ford Motor Company and salutes both the company and its employee gun club.

Write for Information

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Wildlife Encyclopedia

COMPLETE FIELD GUIDE TO AMERICAN WILDLIFE, Henry Hill Collins, Jr., Harper & Brothers, 51 E. 33rd St., New York 16, N. Y., 2,000 illustrations, 704 pages, $8.50

Comprehensive and authoritive information on more than 1,400 species of birds, mammals, reptiles, food and game fish is provided in this one, handy volume.

All species are illustrated (740 in full color), and precisely described for easy identification. Other data includes information on habits, habitats, voice, food, reproduction and, when pertinent, ancestry.

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Where to Shoot

1960-61 NATIONAL DIRECTORY OF SHOOTING PRESERVES, Sportsmen's Service Bureau, 250 E. 43rd St., New York 17, N. Y., leading American gun and ammunition manufacturers, sporting goods dealers, free.

More than 300 places to hunt are listed in this year's Shooting Preserve Directory recently made available without charge.

The handy, pocket size folder names the public shooting preserves, lists locations and telephone numbers. It also describes what hunters can expect at the preserves by way of upland game and pass shooting for mallards, services and facilities.

Diamond Memories

BASEBALL'S UNFORGETTABLE GAMES, Joe Reichler and Ben Olan, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 100 illustrations, 362 pages, $5.50

The stories and box scores of 100 famous Major League baseball games, judged by the authors to be the most unforgettable in the colorful history of America's favorite sport.

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Reported with crisp, on-the-spot vigor, here again, Babe Ruth calls his shot, Bobby Thomson hots the most important of all homers and Merkle's boner costs the Giants a pennant.

Special Events Planner

HOW TO PLAN, PRODUCE AND PUBLICIZE SPECIAL EVENTS, Hal Golden and Kitty Hanson, Oceana Publications, Inc., 80 4th Ave., New York 3, N. Y., $6.

Designed to fit the need of every organization, large or small, this book covers virtually every important aspect of the special event.

Outlined in detail are the luncheon meeting, plant open house, company outing, anniversary celebration, club meeting, fashion show and other commercial, civic and non-profit functions. One complete chapter is devoted to the placement of press publicity.

Swim Trainer

LEARNING TO SWIM IS FUN, Jack Ryan, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 77 pages, 93 illustrations, $2.95

Specifically written for youngsters, *Learning to Swim* is designed to help them overcome their fear of water and master the basic skills of swimming and diving in less time, with maximum safety.

Throughout, the book employs simplified instructions, how-to-do-it illustrations, helpful aids and games.

The book is based on the author's long experience as swimming coach at the United States Military Academy and as a swimming instructor.

Winning Chess

1001 WAYS TO CHECKMATE, Fred Reinfeld, Barnes & Noble, Inc., 105 5th Ave., New York, 3, N. Y., 224 pages, $1.25

Latest of some 50 chess books written by a former editor of Chess Review and a Master chess player himself, *1001 Ways to Checkmate* tutors the player on the most crucial point of the game.

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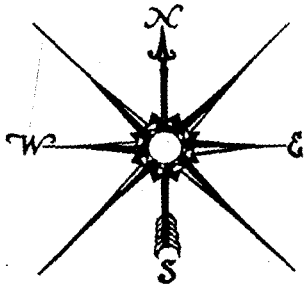
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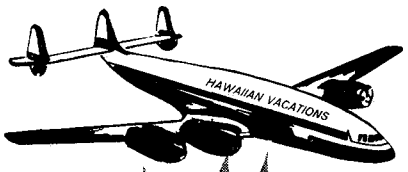
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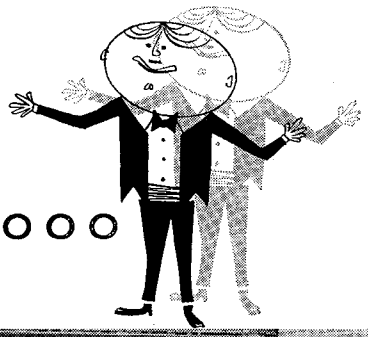
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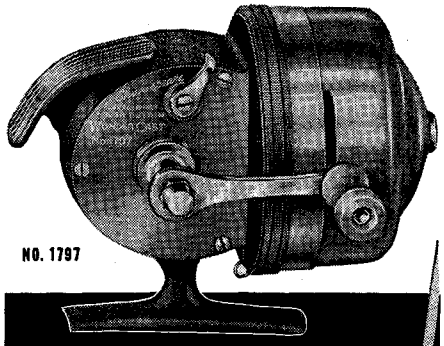
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

1961—NIRA's 20th Anniversary

This third edition of the *NIRA Annual,* with membership directory, conference proceedings, buyers guide, R/M yearly index and regular December features puts the finishing touches on NIRA's first 20 years of service to American and Canadian business and industry.

The January issue will mark *RECREATION MANAGEMENT's* fourth birthday and kick off NIRA's 20th anniversary year. Highlight of the year's observance will be a special testimonial luncheon for founders and past presidents at the 20th annual National Conference and Exhibit, June 11-14, at the Hotel Sherman in Chicago.

Honors will be given to NIRA's "Founding Fathers;" *Dr. Floyd Eastwood,* Los Angeles State College; *Jim Walsh,* Chrysler Corp.; *Ted Prichard,* city recreation director, Flint, Mich.; Ormond Rewey, retired director of the Flint Industrial Mutual Assn.; and posthumously to *Bill Prichard* and *Larry Wittenberg,* General Motors Corp.; *Victor Vernon,* American Airlines; *John Ernst,* National Cash Register Co.; *D. J. McLain,* Consumer Power Co.; *Ed DeGroote,* Servel, Inc.; *Guy Shipps,* The Dow Chemical Co.; *Ralph Voorhees* and *Loren Smith,* Brunswick Corp.

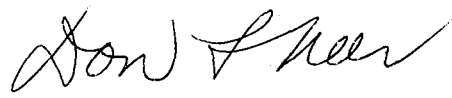
Special tribute will be paid to the sporting goods manufacturers, especially to the late *Hugo Goldsmith,* McGregor-Goldsmith Co.; and *L. B. Icely,* Wilson Sporting Goods Co.; who were instrumental in securing initial financial aid from the Athletic Institute to set up our national office with a full time executive secretary. The Institute, through its president, *Col. Ted Bank,* has continued this annual grant.

From the original group of 12 companies in 1941, NIRA has shown steady and continued growth to its present 750 members in the U. S. and Canada.

Looking into the 1960's and 1970's, I feel that NIRA's next 20 years offer unlimited horizons. With the provision of recreation for employees now accepted as sound corporate policy, the advent of the "leisure age" with its automation, decentralization and wholesale recognition of the benefits of recreation by employer and employee alike, the sponsorship of recreation programs by business and industry will triple both in number and in size.

Increased reliance on NIRA for program information, personnel, research, legislation and sponsorship of national events forecast a challenging future for the headquarters of the industrial recreation field.

Thank you for your continued confidence and support.

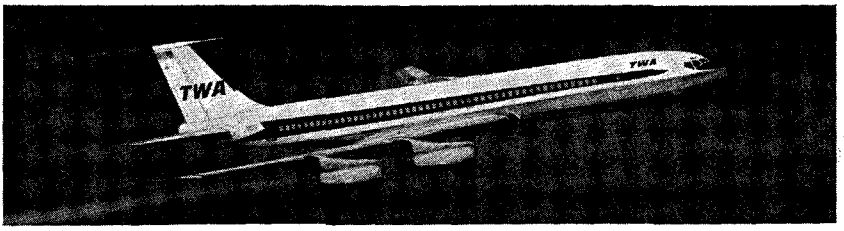


Don L. Neer
Executive Secretary

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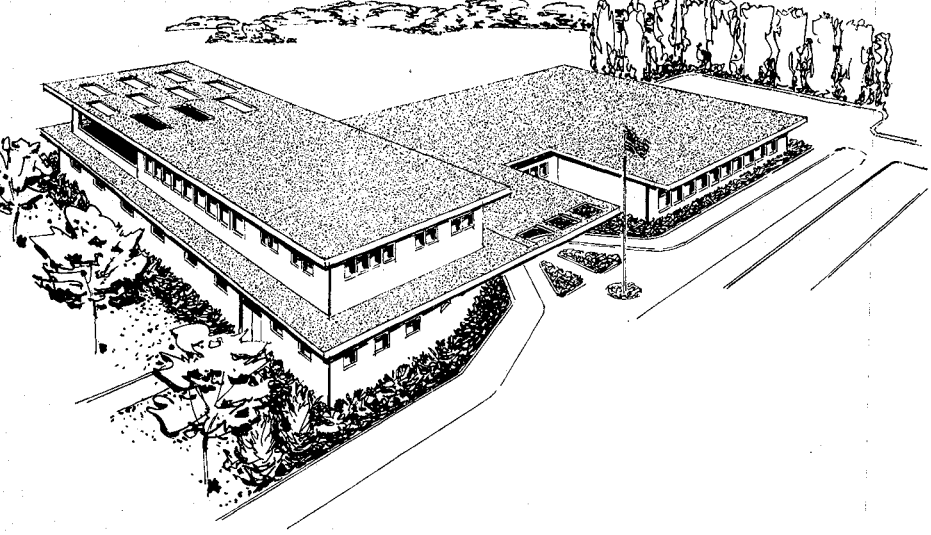
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employee built . .

Four years ago, Nelson McAfee's do-it-yourself scheme to build a golf course sounded like a wild dream to many skeptical fellow-employees at Union Switch & Signal, a division of Westinghouse Air Brake, Inc. in Swissvale, Pa.

But McAfee, who worked in the mechanical engineering department, was also secretary-treasurer of the company's golf league.

He had seen league members work hard and successfully to build participation and interest. He realized that here was a group of men who were willing to roll up their sleeves and go after what they wanted—and what they wanted was a country club.

Today, they have it: Willowbrook Country Club, designed and built almost entirely by McAfee and friends.

Situated on 213 acres of hilly, wooded, Western Pennsylvania landscape near the small town of Apollo, Willowbrook features, in addition to its 6,800 yd. golf course, a large artificial lake for fishing, picnic area, children's playground, softball field and a modern, complete clubhouse (see architect's drawing above). Bids have been accepted to build a swimming pool in the near future.

OFF TO A FAST START

The project was launched in the summer of 1956 when McAfee sold his idea to two leaders in the company golf league. They then took a poll, and 57 people, confronted with the suggestion that a golf course be built, agreed that it could be done.

Temporary officers were picked and the project was given the initial push. In four months, a total of 106 employees had signed as members.

Another meeting was held and permanent officers elected. McAfee wrote a prospectus which was used to notify other employees of the venture. On Nov. 9, 1956, Willowbrook was incorporated and the ball was rolling.

McAfee's plan for building Willowbrook contained no secret formula. Financially it was simple arithmetic.

The entire project was constructed on a pay-as-you-go basis. This was the basic theme in McAfee's prospectus—a country club at "working-men's" prices. Hence, payments were to be made on an installment plan.

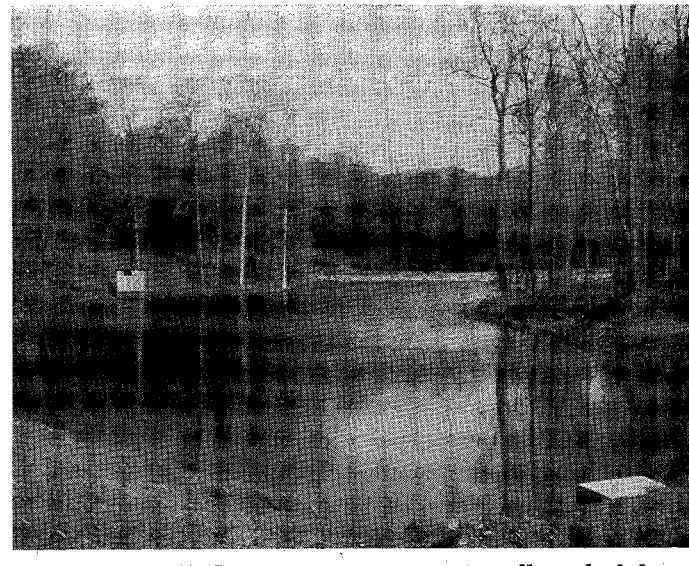
The original agreement stipulated that each member pay $10 down and $10 per month over a four year period. With the original membership limitation set at 400, this would produce funds of almost $200,000.

Memberships were restricted to employees of Union Switch & Signal and neighboring Air Brake Div. at Wilmerding, both divisions of Westinghouse Air Brake, Inc. with combined employment of 4,000.

In 1958, after numerous inquiries from other companies, it was decided to accept a limited number of non-Air



MEMBERS took on the back-breaking task of laying pipe for the course's 16,000 ft. watering system. They were in condition by this time, having already dug three miles of ditches.



ARTIFICIAL LAKE, covering two acres, is well stocked for the club's fishermen. This lake and two others also serve as reservoirs for the golf course watering system.

Union Switch & Signal employees wanted a golf course and did something about it. Here's how 500 golfers, working together, achieved their dream and opened Willowbrook C.C. this summer

from tee to green to clubhouse

by HARRY C. ECKHOFF, National Golf Foundation

Brake employees as members. Then in 1959, as interest increased, the club agreed to boost membership to 500. This ceiling was reached in Oct. 1960.

Non-employees, presently about 20% of the membership, joined the club on the same arrangements as Air Brake employees except that they paid the entire $480 fee within one year.

With organization and financing established, the club picked up the option on the 213 acres for $50,000.

MONEY TROUBLES OVERCOME

Club officers wrote several golf course architects asking for bids on constructing the course. However, even the lowest bid was higher than expected. In addition, after paying on the land, the club did not have the necessary capital to meet the architect's proposed payment plan.

The club turned to the other alternative: build it yourself. Inquiries were made by the design and construction committee to determine material and equipment cost, and a proposed budget was developed.

The results indicated that the course could be built by the members at a substantially lower cost than by an architect-contractor. The club decided to accept the challenge: the course would be built by the members themselves who were interested in working.

In estimating the budget, labor was the uncertain figure. Member-workers were to be paid $1 per hour. Much of this money, however, was poured back into the club treasury by members paying off their membership contracts.

Finally, it was estimated that $80,000 should be allocated for course construction, $20,000 for the water system, $15,000 and $20,000 for construction and maintenance equipment respectively and another $5,000 was set aside for construction expense.

With $50,000 in land cost, this left another $50,000 for a clubhouse.

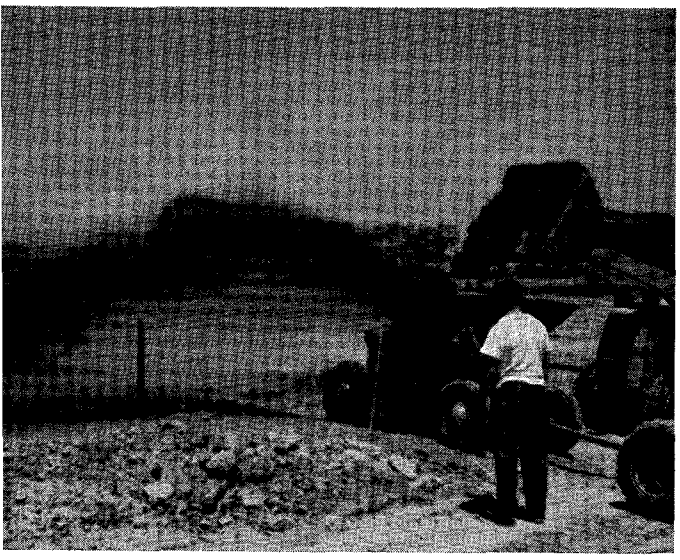
Actual cost for course construction and the watering system totaled $105,000. Is this cheap? Yes, considering what they got for their money.

Willowbrook's 6,800 yd. layout features larger than average greens, and the tees and greens are seeded with the best bentgrass. The watering system is very satisfactory, using some 16,000 ft. of pipe. These features make the cost a bargain.

Consulting frequently with the National Golf Foundation, reading widely and drawing on his own professional training, McAfee designed the course himself and presented it to the club's board for approval. He then made a scale model (see photo) showing the topography of the land and layout of the course and facilities.

McAfee's plan was complete in every respect, providing adequate and convenient parking, allowing space for future construction of additional facili-

see Willowbrook, page 66



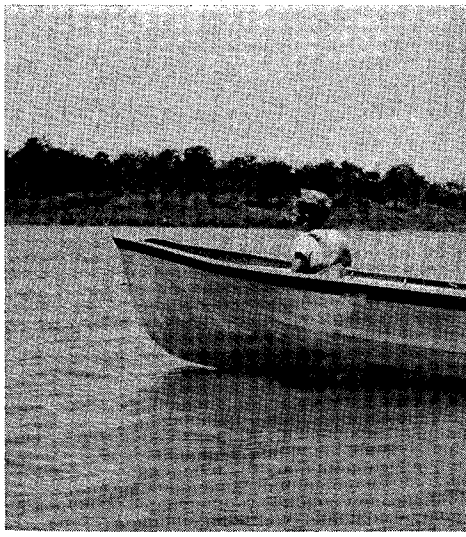
TOP SOIL was shredded on the tees during the second year of construction. With the exception of a few highly specialized jobs, the course was completed solely by members.



WILLOWBROOK OFFICERS check model of course: (l-r) W. A. Ragan, president; A. Beswick; J. F. Vactor; R. A. Weakland, vice president; G. F. McGlumphy; and Nelson McAfee.



WINNER of the Fish-A-Rama National Finals, John Lindgren (c) checks the weight of his catch with the Tennessee game commissioner while his winning guide, Ed Shelton (l), smiles with satisfaction at the 18½ lb. total.

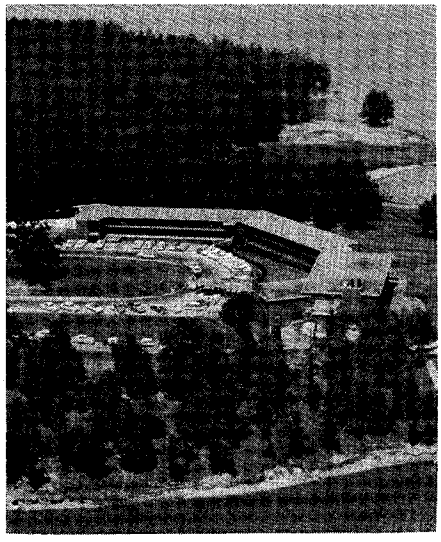


FIRST PRIZE in the National Finals won by Lindgren is this 14 ft. aluminum "Big Fisherman" donated by Lone Star Boat Co., Grand



POSTAL CONTEST'S winning large mouth bass entry (10 lbs., 1 oz.) was hooked by T. W. Parish (above) of The Chemstrand Corp.

NATIONAL FINALS were held at the Paris State Park Inn (below), an outstanding fisherman's resort.



CROWN 1960 NIRA

National Finals . . . . . Seeburg's John Lindgren takes honors at Kentucky Lake

John Lindgren, who has been fishing for 38 of his 42 years, hooked the prize catch of his enjoyable career—the National Finals Championship of the third annual NIRA Fish-A-Rama.

The Seeburg Corp. employee from Chicago, Ill., won the title as industry's top fisherman in the meet staged on Kentucky Lake near Paris, Tenn., Oct. 7-8.

Lindgren's winning total, computed by adding weight and length of all fish caught in a six-hour contest plus points scored in a casting tournament, edged out runner-up Paul Cheek of Haynes Stellite, Kokomo, Ind., by slightly more than seven points.

In all 22 fishermen from eight states made the trip to compete in the national finals. From their standpoint, it was well worth it.

However, considering NIRA's purpose in sponsoring the event—to help industrial recreation directors stimulate fishing interest in their individual company programs—it was concluded after a three-year trial that this type of head-to-head competition had not been as successful as other fishing programs could be.

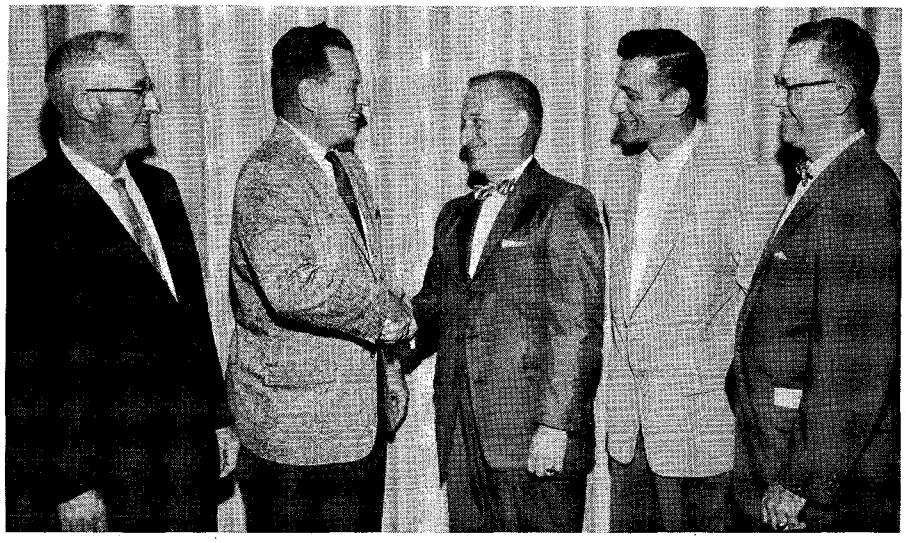
Therefore, the NIRA Board of Directors, meeting on Oct. 22, voted to discontinue the National Finals and place more emphasis on the Fish-A-Rama Postal Contest next year.

NIRA FISH-A-RAMA NATIONAL FINALS

	Length	Weight	Casting	Total
John Lindgren, The Seeburg Corp., Chicago, Ill.	317.9	18.5	22	358.4
Paul Cheek, Haynes Stellite, Kokomo, Ind.	328.7	18.5	4	351.2
Edward Oberman, R. R. Donnelley & Sons Co., Chicago, Ill.	327.5	18.5	0	346.0
Ed Picard, International Shoe Co., St. Louis, Mo.	291.2	14.0	30	335.2
Harvey S. Walker, Groves Thread Co., Gastonia, N. C.	302.7	15.2	6	323.9
William Getsla, R. R. Donnelley & Sons Co., Chicago, Ill.	289.3	12.2	22	323.5
Walter Tepper, R. R. Donnelley & Sons Co., Chicago, Ill.	290.0	12.5	4	306.5
William Groetsema, R. R. Donnelley & Sons Co., Chicago, Ill.	292.5	12.5	0	305.0
Ralph Isacksen, The Seeburg Corp., Chicago, Ill.	284.1	11.5	0	295.6
Don Richardson, Haynes Stellite, Kokomo, Ind.	268.1	9.5	0	277.6
Stan Jarosik, R. R. Donnelley & Sons Co., Chicago, Ill.	249.0	10.0	4	263.0
Otis Warlick, Aro, Inc., Tullahoma, Tenn.	226.1	10.5	18	254.6
J. J. Girdner, The Chemstrand Corp., Pensacola, Fla.	193.9	7.0	26	226.9
C. C. Moore, du Pont Savannah River Plant, Aiken, S. C.	175.9	8.5	24	208.4
Harold Martz, Tokheim Corp., Fort Wayne, Ind.	184.8	7.0	4	195.8
Fredd Kosecki, The Seeburg Corp., Chicago, Ill.	119.8	2.0	14	135.8
Clarence Smith, Tokheim Corp., Fort Wayne, Ind.	107.4	7.5	10	124.9
Otho H. Jones, International Shoe Co., Paducah, Ky.	69.0	3.0	10	82.0
Ben Cleveland, Aro, Inc., Tullahoma, Tenn.	0	0	28	28.0
A. J. Moore, Aro, Inc., Tullhoma, Tenn.	0	0	12	12.0
Paul Weber, Nationwide Food Service, Chicago, Ill.	0	0	8	8.0
James Beam, Groves Thread Co., Gastonia, N. C.	0	0	0	0.0



Prairie, Texas. Lindgren also won a week-for-two at the Beau Rivage in Miami Beach, Fla., and other merchandise.



NIRA PRESIDENT Oskar Frowein (C) congratulates National Finals winners (l-r) Paul Cheek, runner-up; John Lindgren, champion; Ed Oberman, 3rd place; and Ed Picard, 4th place and also winner of the bait casting contest.

ISHING CHAMPIONS

Postal Contest . . .
. . . industry anglers compete in 10 specie classifications

From crappie to sailfish, 10 new winners in as many specie classifications were announced in the final judging of the 1960 NIRA Fish-A-Rama Postal Contest.

Led by a 100 lb. tarpon landed by John Abner of The Chemstrand Corp., Pensacola, Fla., the winning entries represent the best catches in NIRA company member fishing contests held during the year.

Although all the world records are still safe, the third running of the Fish-A-Rama Postal Contest did produce new NIRA records for trout (5 lbs, 14 oz), large mouth bass (10 lbs, 1 oz), small mouth bass (5 lbs, 15 oz.), muskie (23 lbs), salmon (40 lbs, 6 oz.), walleye (11 lbs, 8 oz) and sailfish (95 lbs).

In a rare testimonial for its 10,000 lakes, six of this year's 10 winners hailed from Minnesota—four from Minnesota Mining & Mfg. Co., two from Hamm's Skylanders Club.

With the discontinuation of the Fish-A-Rama National Finals (see facing story), plans are being formulated to broaden the scope of the Postal Contest. Next year's event will probably feature prizes to monthly winners in each of the specie classifications with annual awards going to the best catches of the year in each classification. Details will be announced shortly.

NIRA FISH-A-RAMA POSTAL CONTEST

Trout:
Quentin L. Sommers, Minnesota Mining & Mfg. Co., St. Paul, Minn. Weight: 5 lbs., 14 oz.; Length: 12½"

Large Mouth Bass:
T. W. Parish, The Chemstrand Corp., Pensacola, Fla. Weight: 10 lbs., 1 oz.; Length 26"

Small Mouth Bass:
Phillip Palmquist, Minnesota Mining & Mfg. Co., St. Paul, Minn. Weight: 5 lbs., 15 oz.; Length: 20"

Muskellunge:
Thomas A. Hansen, Minnesota Mining & Mfg. Co., St. Paul, Minn. Weight: 23 lbs.; Length: 46"

Northern Pike:
Clifford Roden, Hamm's Skylanders Club, Inc., St. Paul, Minn. Weight: 21 lbs., 12 oz.; Length: 42"

Salmon:
Frank Pohl, R. R. Donnelley & Sons Co., Chicago, Ill. Weight: 40 lbs., 6 oz.; Length: 40"

Pan Fish:
Al Jaenecke, Minnesota Mining & Mfg. Co., St. Paul, Minn. (Crappie) Weight: 2 lbs., 2½ oz.; Length: 14"

Walleye:
William Ruchie and John Tarlizzo, Hamm's Skylanders, St. Paul, Minn. Weight: 11 lbs., 8 oz.; Length: 29"

Salt Water:
John R. Abner, The Chemstrand Corp., Pensacola, Fla. (Tarpon) Weight: 100 lbs.; Length: 71"

Women's Champion:
Helen L. Ward, R. R. Donnelley & Sons Co., Chicago, Ill. (Sailfish) Weight: 85 lbs.; Length: 9'



FINE STRING of crappies (above) brought in by Ed Oberman of R. R. Donnelley earned third place in the National Finals.

WOMEN'S CHAMP in the Postal Contest, Helen Ward (below) of R. R. Donnelley shows off her 9 foot, 85 lb. sailfish.



GIVE INDUSTRY A BREAK

LAST OF A SERIES

ABC's Baker answers charges that tournament and sanction policies disregard the problems of industrial bowling

Faced with the special problems involved in conducting industrial bowling programs and, in some cases, unfamiliar with ABC procedures and the reasons for them, many industrial recreation directors have insisted that "our people should be given a better break than they are getting from the American Bowling Congress."

In this, the last of a four-part series on ABC operation, objectives and policies, Frank Baker, ABC secretary-treasurer, answers some of the specific charges and outlines ABC organization and rules-making machinery.

Question: *Why can't a company conduct a tournament for its employees without requiring every participant to be a member of the American Bowling Congress?*
Baker: It can. ABC rules provide for a moral support tournament sanction for industrial firms, fraternal orders and other groups limiting participation to their own employees and/or members.

Thus, employees who are members of ABC and those who do not belong to ABC may compete together for the same tournament awards. Under this sanction, however, only the participants who are members of ABC are eligible for ABC high score recognition.

Details on procedures may be obtained from the ABC Tournament Sanctions Department.

Question: *What is ABC's attitude toward the professional bowler?*
Baker: ABC exists to serve bowlers of all ranks. Our membership covers the entire gamut from the beginner to the casual hobby bowler and the highly proficient star who provides a show window performance of the game.

Each in his own way fills an important niche. Each also gravitates to the caliber of competition befitting his respective proficiency.

Thus, we have handicap, classified and open competition in both league and tournament play. But regardless of the scoring level, the organizational needs of these leagues are much the same. Congress services, therefore, have been tailored to apply to every league.

The gradual development of a professional group, however, with its own special tournament for the big name bowlers, has led to a realization that these fine bowlers also should have their own competition in the ABC tournament. Therefore, our convention voted last spring to inaugurate a Classic Division in the 1961 ABC at Detroit.

The Classic Division is for the avowed professionals who earn their livelihood as bowlers, exhibition stars and instructors. All such individuals will be required to bowl in the Classic doubles and singles; any team with two or more such individuals in its line-up will also be required to participate in the Classic team division. A team with only one pro in its line-up may bowl in the Regular team division, but the pro would have to enter the Classic doubles, singles and all events.

Other teams may voluntarily bowl in the Classic Division which will involve six games in the team event with three-game blocks scheduled on successive nights. All members of a team bowling in the Classic team event also are eligible only for the Classic minor events.

Proponents of the Classic Division look upon it as a notable evolution in the game. They feel that it adds another fine prestige event for the stars who have simply grown away from the hobby bowlers.

The tournament will also continue its Booster team event in which lower average teams will compete as squads.

Question: *What voices do industrial leagues have in the operation of ABC?*
Baker: Every league is entitled to representation in the local association. Each association in turn is entitled to one delegate and one alternate for each 500 teams or major fraction thereof to ABC annual conventions.

Thus, the extent to which any industrial group of bowlers take part in ABC administration is similar to the way all of us exercise our voting franchise in civil affairs.

The opportunity is there for every league to take an active role in the affairs of the local association and the ABC. Moreover, Congress leadership welcomes this interest and urges all leagues, industrial and otherwise, to take part this way.

ABC's administrative staff also welcomes contact from any individual member or league officer; and is glad to have the benefit of their thinking on our problems and services.

Many men prominent in industrial recreation circles already have cast important influences and contributed substantially to the work of local, state and national bowling programs.

Some have been members of the ABC Board of Directors; many have been leaders in state and local associations. In addition to these individual and membership relationships, Congress personnel always will be available to confer with the National Industrial Recreation Association on general problems whenever advisable.

Question: *How are ABC rules developed or changed?*
Baker: All of the rules are voted on at the annual ABC conventions. Any member of the Congress may submit proposals. These must be offered by December 1 each year for publication in the book of proposed legislation.

These books are distributed to all associations and delegates in advance. The ABC Industry Relations Committee also meets with representatives of other groups in the bowling family to seek information on the proposals which can be referred to the Board of Directors and delegates at convention time.

Proposers of amendments also are invited to explain their reasons for

see ABC, page 63

ENEFIT FROM NIRA
embership services

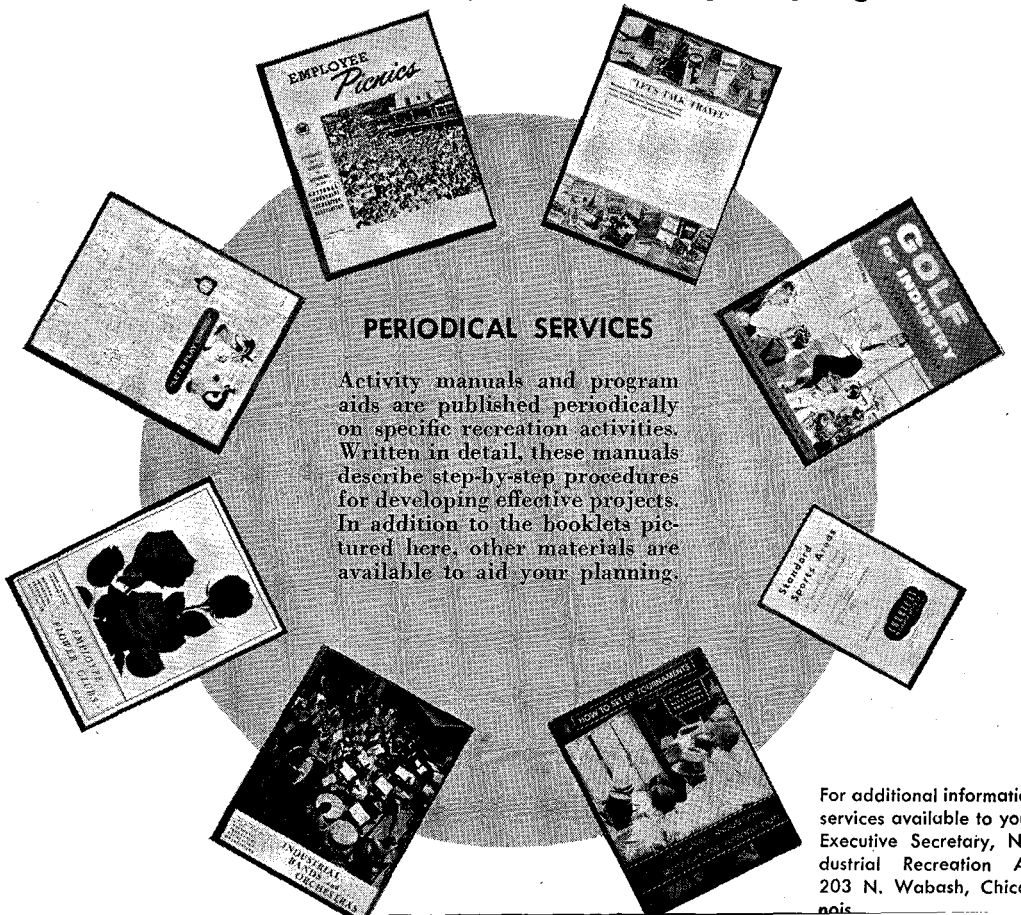
The purpose of the National Industrial Recreation Association is to promote, protect, foster and advance the interests of industrial recreation in which its members are engaged.



SEMI-MONTHLY SERVICES

Timely tips, new ideas, the latest developments in the field of industrial recreation are brought to you in monthly issues of RECREATION MANAGEMENT, the national magazine of recreation in business and industry, and the NIRA SERVICE PACK which contains the Idea Clinic, News Letter and President's Bulletin.

NIRA membership services help you get the job done using fresh ideas, expert advisory service, helpful program aids



PERIODICAL SERVICES

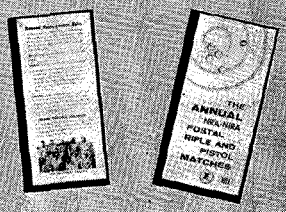
Activity manuals and program aids are published periodically on specific recreation activities. Written in detail, these manuals describe step-by-step procedures for developing effective projects. In addition to the booklets pictured here, other materials are available to aid your planning.

For additional information on NIRA services available to you, write the Executive Secretary, National Industrial Recreation Association, 203 N. Wabash, Chicago 1, Illinois

other valuable aids benefit your program



• ANNUAL CONFERENCE and Exhibit plus regional workshops provide idea exchange and problem solving by the top industrial recreation authorities in the nation.



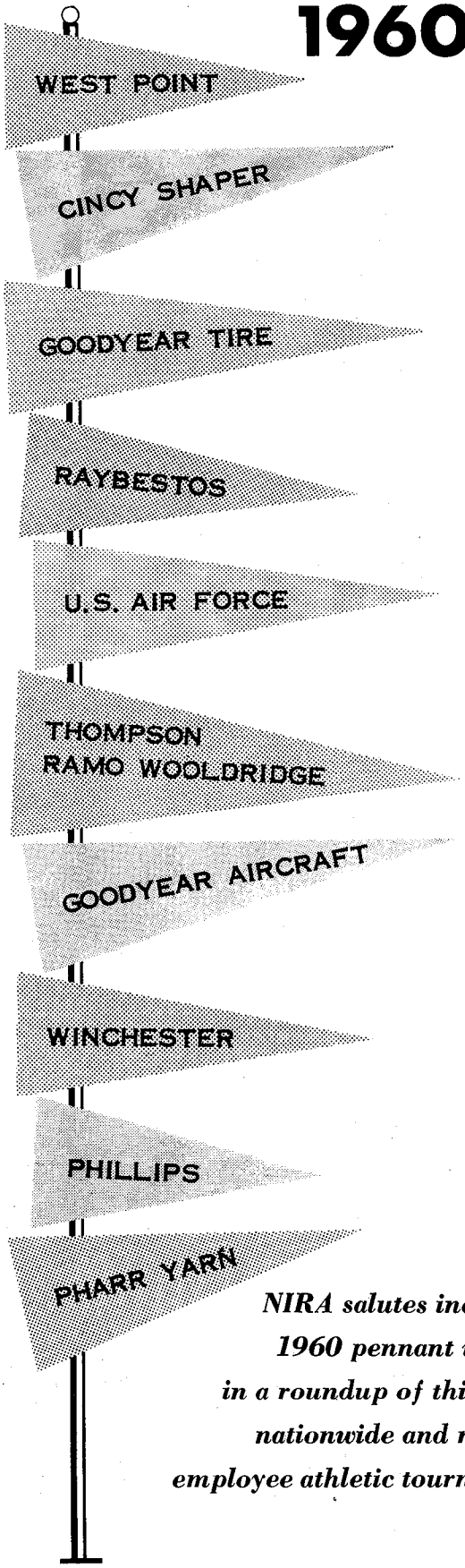
• TOURNAMENTS conducted by NIRA on a national basis help provide stimulation for employee participation in their own company programs. In addition to fishing and shooting, other national tournaments being developed are golf and bowling.

• INSURANCE coverage and counsel for employee teams and directors is available through NIRA's special group accident insurance plan.

• ADVISORY staff service of industrial recreation experts are on call to help you with any special problem.

• RESEARCH studies of great value to assist you in judging the strong and weak points of your own program, how to increase participation and the latest trends in purchasing, safety, pre-retirement, planning, and travel as recreation.

INDUSTRY CHAMPS 1960



NIRA salutes industry's 1960 pennant winners in a roundup of this year's nationwide and regional employee athletic tournaments

Helms Industrial Recreation Award

NATIONAL AND CLASS C WINNER: 5,001 to 10,000 employees
West Point Mfg. Co., West Point, Ga. (Robert A. Turner)

CLASS A: less than 1,000 employees
Distillation Products Industries, Rochester, N. Y. (Mary J. Best)

CLASS B: 1,001 to 5,000 employees
Theo. Hamm Brewing Co., St. Paul, Minn. (Warren Wallgren)

CLASS D: more than 10,000 employees
Lockheed Aircraft Corp., Burbank, Calif. (Frank Davis)

National Industrial Bowling Tournament

INDIVIDUAL LEADERS

Nine Game Total

Tom Lent, IBM Corp., Yorktown Hts., N. Y.	1952
George Nastas, Ford Engineering, Detroit, Mich.	1860
Vince Sitter, American Sterilizer Co., Erie, Pa.	1860
Tim Moran, United Engineering and Foundry, Canton, O.	1851
Pete Saroli, Ford Tractors, Highland Park, Mich.	1849
Bill Kremer, The B. F. Goodrich Co. #1, Akron, O.	1838
Pat Spino, Ford Forgings, Canton, O.	1829
Ed Kruger, Whirlpool Corp. #2, St. Joseph, Mich.	1829
Frank Wolonsky, General Tire & Rubber Co., Akron, O.	1828
John Ratay, Columbia Southern #1, Barberton, O.	1814

Three Game Series

Frank Wolonsky, General Tire & Rubber Co., Akron, O.	704
Tony Licausi, Goodyear Aircraft #1, Akron, O.	695
Tim Moran, United Engineering and Foundry, Canton, O.	683
Tom Lent, IBM Corp., Yorktown Hts., N. Y.	680

Single Game

Vince Sitter, American Sterlizer Co., Erie, Pa.	279
Tim Moran, United Engineering and Foundry, Canton, O.	278
Oscar Suarez, Timken Roller Bearing Co. #1, Canton, O.	256
Tony Licausi, Goodyear Aircraft #1, Akron, O.	256

TEAM LEADERS

Nine Game Total

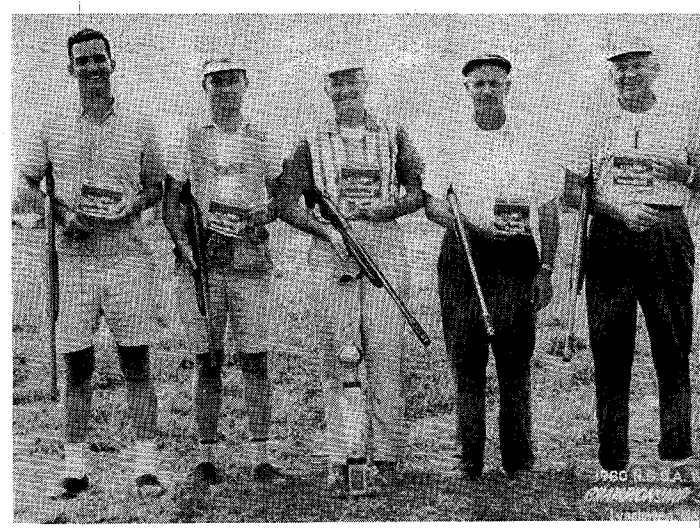
Goodyear Aircraft #1, Akron, O.	8576
Eaton Manufacturing Company, Cleveland, O.	8432
American Sterlizer Company, Erie, Pa.	8394
Firestone Tire & Rubber Co. #1, Akron, O.	8391
General Tire & Rubber Company, Akron, O.	8365
Columbia Southern #1, Barberton, O.	8239
The B. F. Goodrich Co. #1, Akron, O.	8239
Ford Motor Company, Dearborn, Mich.	8198
Armco Steel Corporation, Middletown, O.	8189
United Engineering and Foundry, Canton, O.	8185

Three Game Series

Goodyear Aircraft #1, Akron, O.	3011
American Sterlizer Company, Erie, Pa.	2928
Ford Motor Company, Dearborn, Mich.	2882

Single Game

American Sterlizer Company, Erie, Pa.	1047
Goodyear Aircraft #1, Akron, O.	1040
Whirlpool Corporation #2, St. Joseph, Mich.	1038



U. S. AIR FORCE squad fired a near-perfect 248 of 250 to win the first NIRA Skeet Championship. The high-ranking team includes a Colonel, three Lt. Colonels and a Major.

Midwest Industrial Golf Championships

TEAM CHAMPIONS

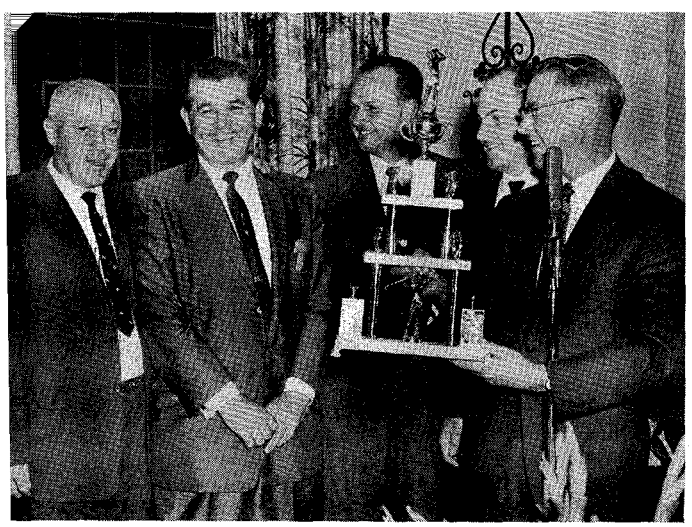
Division A	*Score*
Thompson Ramo Wooldridge, Inc., Cleveland, O.	277-309—586
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	309-292—601
Goodyear Tire & Rubber Co., Akron, O.	294-313—607
Eaton Axle Division, Cleveland, O.	303-305—608
Pontiac Motor, Pontiac, Mich.	313-295—608
Division B	
Wright-Patterson AFB #2, Dayton, O.	304-318—622
Champion Paper & Fibre #2, Hamilton, O.	317-312—629
Ampco Metal, Inc., Milwaukee, Wis.	323-308—631
Inland Mfg. #1, Dayton, O.	312-320—632
Wyman Gordon Co., Harvey, Ill.	319-318—637
Division C	
National Homes Corp. #1, Lafayette, Ind.	336-321—657
Hot Point #1, Chicago, Ill.	339-321—660
Fansteel Metallurgical #1, North Chicago, Ill.	338-323—661
Fansteel Metallurgical #2, North Chicago, Ill.	339-325—664
Sunbeam, Chicago, Ill.	345-323—668

INDIVIDUAL CHAMPIONS

Division A	
Ted Betley, Thompson Ramo Wooldridge, Cleveland, O.	67-74—141
Joe Golob, Thompson Ramo Wooldridge, Cleveland, O.	70-72—142
Ron Stokely, MacGregor Sports, Cincinnati, O.	72-72—144
Tod Thompson, Eaton Axle Div., Cleveland, O.	73-72—145
Merle Ashton, Goodyear Tire & Rubber Co., Akron, O.	68-78—146
James Brafford, Chevrolet #1, Warren, Mich.	76-70—146
Bud Anderson, Alliance Machine, Alliance, O.	69-77—146
Dale Schofield, Sangamo Electric, Springfield, Ill.	70-76—146
Ernie Rothen, Allis-Chalmers, Milwaukee, Wis.	72-74—146
Rube Wideman, Pontiac Motors, Pontiac, Mich.	73-73—146
Division B	
Don Childers, National Homes #1, Lafayette, Ind.	73-76—149
Irv Levinson, Ampco Metal, Milwaukee, Wis.	76-74—150
Pete Danelak, Wright-Patterson #2, Dayton, O.	73-78—151
Don Bruske, Pontiac Motors, Pontiac, Mich.	78-73—151
Charles Merrill, Champion Paper, Hamilton, O.	78-74—152
Ted Fabiszak, Sinclair Refining, East Chicago, Ill.	74-78—152
Bill Zitta, Whirlpool Corp. #2, St. Joseph, Mich.	76-76—152
Frank Stepanzuk, Wyman Gordon Co., Harvey, Ill.	75-77—152
Joe Radojcsics, Mansfield Tire, Mansfield, O.	77-75—152
Division C	
Don Peterson, Fansteel Metallurgical #2, N. Chicago, Ill.	79-77—156
Nick Perri, Fansteel Metallurgical #1, N. Chicago, Ill.	79-78—157
Don Doolin, Allen-Bradley, Milwaukee, Wis.	82-77—159
Gerry Gast, Whirlpool Corp. #1, St. Joseph, Mich.	79-80—159
Allen Hindrich, Ampco Metal, Milwaukee, Wis.	83-77—160
Andy Thomas, Whirlpool Corp. #2, St. Joseph, Mich.	82-81—163

MANAGEMENT TOURNAMENT

Bob Tews, Ampco Metal, Milwaukee, Wis.	73
Lou Binette, Wyman Gordon Co., Harvey, Ill.	76
Sherman Steele, Armco Steel Corp., Middletown, O.	77



THOMPSON RAMO WOOLDRIDGE Midwest Golf champions received a warm homecoming from Chairman of the Board J. D. Wright (r) at TRW's victory celebration.

NIRA-NRA Postal Shooting Matches

POSTAL PISTOL MATCH RESULTS

National Individual Champions	
Alexander M. Smith, Ford Motor Co., Dearborn, Mich.	186
A. Lord, Dominion Foundries & Steel, Hamilton, Ont.	184
Mark Minckler, Delco Appliance Div. GMC, Rochester, N. Y.	181
Donald Peterson, North American Aviation, Los Angeles, Calif.	180
Robert J. Hinman, Ansco, Binghampton, N. Y.	180
James D. Rose, North American Aviation, Columbus, O.	179
Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	179
Robert Gardner, Delco Appliance Div. GMC, Rochester, N. Y.	179
George R. Rice, Guide Lamp Div. GMC, Anderson, Ind.	178
Norman Goelzer, Ford Motor Co., Dearborn, Mich.	178
Donald C. Ruthruff, Hyster Co., Portland, Ore.	178
Robert C. York, North American Aviation, Columbus, O.	177
W. L. Patrick, Convair, Div. Gen Dynamics, Fort Worth, Tex.	177
Albert G. Oertel, Olin Mathieson Chem. Co., New Haven, Conn.	176
Jack MacNeil, Olin Mathieson Chem. Co., New Haven, Conn.	175
National Team Champions	
Winchester Gun Club, Olin Mathieson Chem. Co., New Haven, Conn.	707
Douglas Aircraft Long Beach Pistol Club, Douglas Aircraft, Inc., Long Beach, Calif.	699
Ford Gun Club, Ford Motor Co., Dearborn, Mich.	698
Pistol Club, Firestone Tire & Rubber Co., Akron, O.	688

POSTAL RIFLE MATCH RESULTS

National Individual Champions	
Joseph J. Broderick, Goodyear Tire & Rubber Co., Akron, O.	195
T. Y. Wu, Ford Motor Company, Dearborn, Mich.	194
Robert Hixenbaugh, Goodyear Tire & Rubber Co., Akron, O.	194
Duane TeSelle, Ford Motor Company, Dearborn, Mich.	193
Lewis Ganger, Delco Remy Div. GMC, Anderson, Ind.	192
Ervin Brehm, Ford Motor Company, Dearborn, Mich.	192
Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	191
William Schmidt, Ford Motor Company, Dearborn, Mich.	191
J. M. Wilson, Guide Lamp Div. GMC, Anderson, Ind.	191
Paul Hellems, Delco Remy Div. GMC, Anderson, Ind.	191
National Team Champions	
Zeppelin Gun Club #1, Goodyear Tire & Rubber Co., Akron, O.	764
Ford Motor Company #1, Dearborn, Mich.	755
Minnesota Mining & Mfg. Co., Engineers #1, St. Paul, Minn.	752

World Softball Championships

MEN'S FAST PITCH
WINNER: Clearwater Bombers, Clearwater, Fla.
RUNNER-UP: Delta Merchants, Stockton, Calif.

WOMEN'S FAST PITCH
WINNER: Raybestos Brakettes, Raybestos-Manhattan Div., Stratford, Conn.
RUNNER-UP: Erv Lind Florists, Portland, Ore.

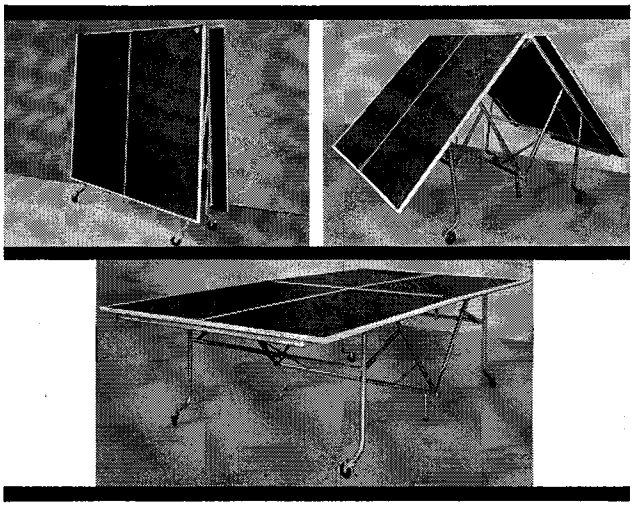
SLOW PITCH, INDUSTRIAL DIVISION
WINNER: Pharr Yarn Co., McAdenville, N. C.
RUNNER-UP: Parks & Recreation, Detroit, Mich.

Continued



RAYBESTOS BRAKETTES, Stratford, Conn., won the Women's World Softball Championship for the third consecutive year. The man is Brakettes manager, Vin Cullen.

roll it in . . . . PLAY
roll it out . . . TUCK IT AWAY



Any room can become a game room in seconds with the Sico "Tuck-Away." It rolls and unfolds quickly, safely. Exclusive "Floating Fold" carries entire weight of the table during folding and unfolding. Full regulation size (USTTA approved)—yet folds to only 18" x 60" for storing. Its unitized steel frame is fully guaranteed for 10 years. The "Tuck-Away" provides an efficient solution to the need for leisure time relaxation—in industry, hotels, schools, hospitals, and other institutions. Built-on posts and net are included. Get complete information on the "Tuck-Away" by writing.

SICO MANUFACTURING COMPANY, INC.
5215 Eden Ave. So., Minneapolis, Minn., Dept. 1305

"The more extensive a man's knowledge of what has been done, the greater will be his power of knowing

WHY

what to do." The exchange of information is worth countless hours of study. It saves painful trial and error. Why stand alone when you can benefit

STAND

from others who have already solved problems similar to yours? Why stand alone when you can have at your finger tips special research,

ALONE?

consultation service, a reference library, news of the latest developments and trends. Use the services of the National Industrial Recreation Association.

Armco National Industrial Trap Shoot

TEAM LEADERS	
Cincinnati Shaper Company #1, Cincinnati, O.	233
Frigidaire Division #1, Dayton, O.	232
Champion Paper & Fibre Co. #1, Dayton, O.*	231
Armco Steel Corporation #1, Cincinnati, O.	231
National Lead Company #1, Cincinnati, O.	230
Delco Products Division #5, Dayton, O.	230
Delco Moraine, Dayton, O.	229
Wright-Patterson AFB #1, Dayton, O.	228
Inland Steel Company #1, East Chicago, Ind.	227
National Lead Company #2, Cincinnati, O.	226
Frigidaire Division #2, Dayton, O.	226
Delco Products Division #2, Dayton, O.	226
Wright-Patterson AFB #2, Dayton, O.	224
National Cash Register #3, Dayton, O.	224
Inland Steel Company #2, East Chicago, Ind.	222

*won third place shoot-off

INDIVIDUAL LEADERS	
Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind.	222
National Cash Register #1, Dayton, O.	222
Delco Products Division #3, Dayton, O.	222
Armco Steel Corporation #2, Middletown, O.	222
Inland Manufacturing Division #3, Dayton, O.	222
Clyde Davis, Belden Mfg. Co., Richmond, Ind.	50x50, 23x25
C. O. Parsons, Wright-Patterson, Dayton, O.	50x50, 20x25
Marion Russell, Delco Moraine #1, Dayton, O.	50x50, 15x20
Ed Johnson, Frigidaire #1, Dayton, O.	49x50, 25x25
Howard Shroyer, Frigidaire #2, Dayton, O.	49x50, 24x25
Arnold Smith, Armco #1, Middletown, O.	49x50, 23x25
James Lannan, Owens-Corning, Newark, O.	49x50, 21x25
Wesley Rice, Seagrams, Lawrenceburg, Ind.	49x50, 20x25
Ray Lesher, Frigidaire #1, Dayton, O.	49x50, 20x25
True Ward, Champion Paper #1, Hamilton, O.	49x50, 19x25
Albert Huston, Cincinnati Shaper #1, Cincinnati, O.	49x50, 19x25
Max Fisher, North Amer. Aviation, Columbus, O.	39x50, 17x25

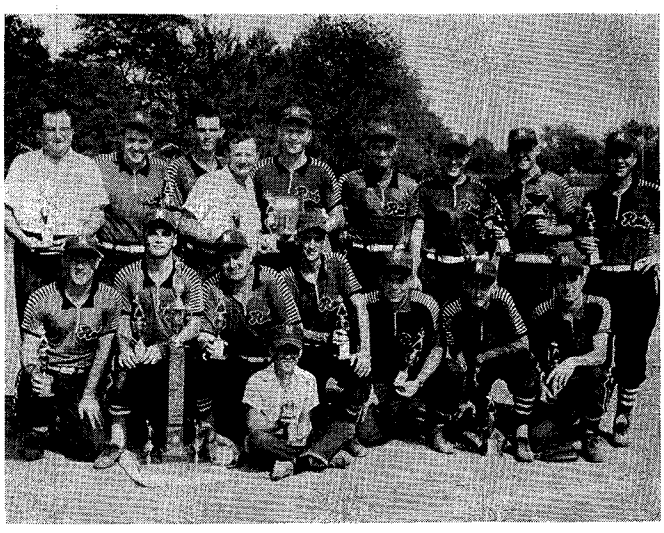
National Industrial Skeet Tournament

TEAM	TARGETS BROKEN
U. S. Air Force, Washington, D. C.	248 x 250
Remington Arms Co., Inc., Bridgeport, Conn.	241 x 250
Westerner Club, Olin Mathieson Chem Corp., E. Alton, Ill.	229 x 250
Sportsman's Club, Mars, Inc., Chicago, Ill.	205 x 250
Motorola, Inc., Chicago, Ill.	202 x 250

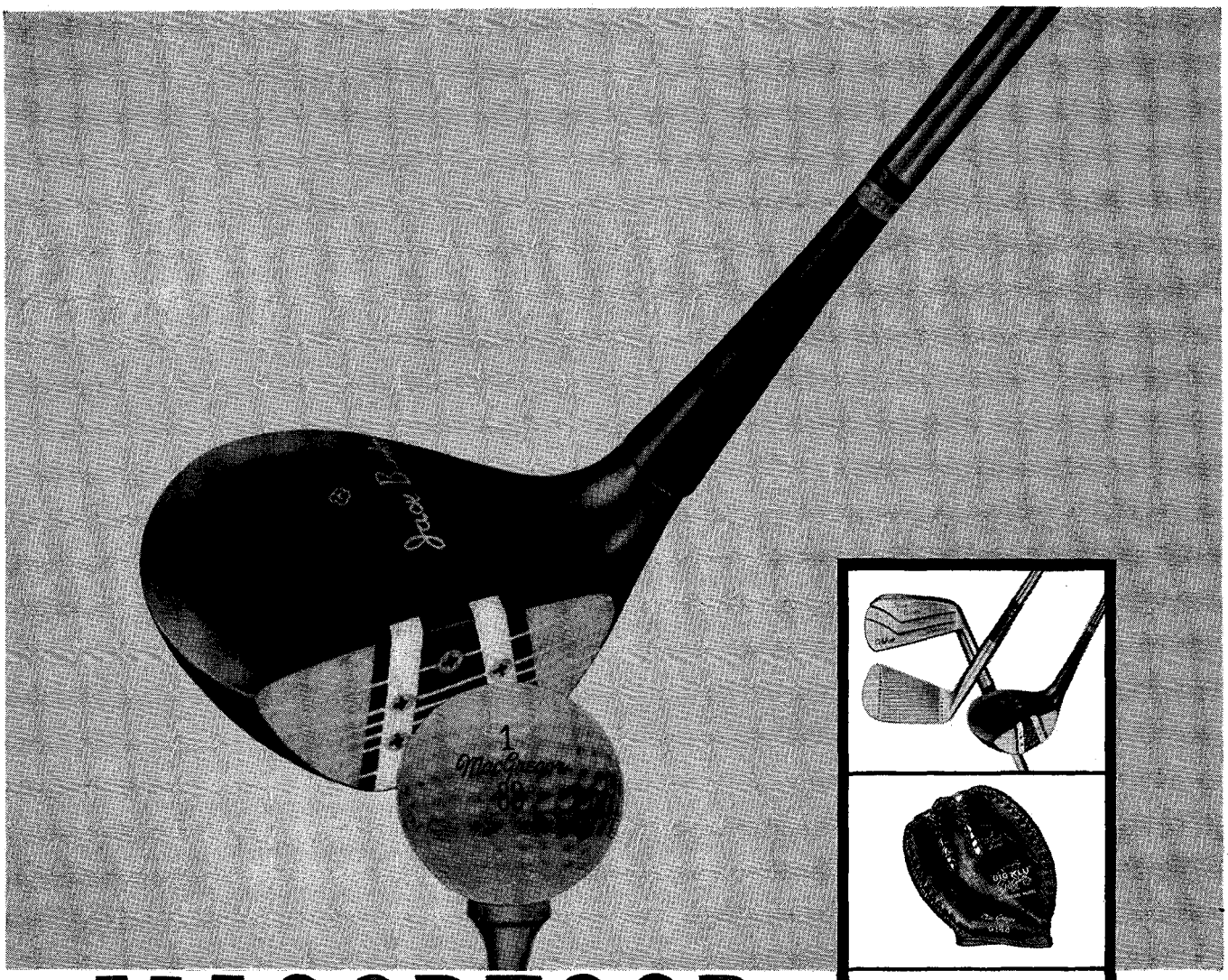
National Industrial Basketball League

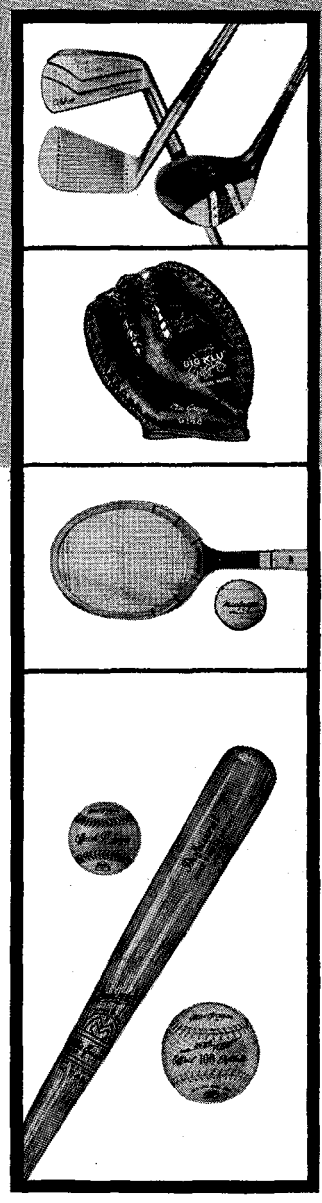
TEAM	W	L	PCT.	GB
Bartlesville Phillips 66ers	24	8	.750	—
Wichita Vickers	22	10	.688	2
Akron Goodyear Wingfoots	18	14	.563	6
Cleveland Sweeney Pipers	16	16	.500	8
Peoria Caterpillars	16	16	.500	8
San Francisco AJL Investors	15	17	.469	9
Seattle Buchan Bakers	14	18	.438	10
Denver D-C Truckers	12	20	.375	12
New York Tuck Tapers	7	25	.219	17

NIRA Fish-A-Rama, see story on pages 10 & 11



PHARR YARN CO., McAdenville, N. C., captured the Industrial Division title of the Men's Slow-Pitch Championships. Recreation director Bill West is 4th from the left, second row.





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for good sports everywhere!

Whatever your in-season sports program, MacGregor athletic equipment can help make it a popular success. Golf, tennis, softball, baseball—just about any sport comes off better when MacGregor balls and equipment are used. Generations of athletic-minded men and women, boys and girls, have looked to MacGregor for the finest in all sports equipment. Give your program a boost by providing the best . . . MacGregor for all good sports. MacGregor equipment is available from sporting goods dealers everywhere.

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THE MACGREGOR CO., Cincinnati 32, Ohio • BASEBALL • FOOTBALL • BASKETBALL • GOLF • TENNIS



WHAT IS IT? Not a nightmarish illusion, but a photographer's delight—a Maguey plant—one of many rare camera subjects to be found by the winner of NIRA's employee photo contest on his expense-paid, one week trip to Mexico.

NIRA PHOTO CONTEST

Last Call for Shutterbugs

Expense-paid week in Mexico and other prizes await photo fans who beat Dec. 31 entry deadline

One week's vacation for two in Mexico awaits the winner of the first annual Employee Photo Contest sponsored by the National Industrial Recreation Association.

But the deadline is rapidly approaching for those not yet in the running. Less than a month remains before the entries close, midnight, Dec. 31.

No entry fee is required and there are no formal entry blanks, as such, to be filled out. Contestants merely write pertinent information (see rules below) on the back of each photo.

Purpose of the contest is to supplement photo activities conducted by individual NIRA member companies. Thus, each company may add its own eligibility restrictions, i.e., camera club members only, employee association members only, etc. NIRA rules permit retirees to enter.

"Amateur photographer", as mentioned in the rules, is defined as one who does not earn a majority of his living from the sale or use of photographic products.

Each contestant may submit as many entries as he desires in either or both contest classifications: Open and Recreation.

The Open Division places no restrictions on photo subjects. Photos entered in the Recreation Division must have been taken of some phase of the employee's company recreation program.

The contest will be judged by Harry B. Davis, Ansco; Joe Jiloty, Eastman Kodak and Hoyt Mathews, editor of RECREATION MANAGEMENT.

The Mexico City trip which will be awarded to the winner of the Open Division includes expense for air transportation to and from the air terminal nearest the winner's home, and covers sightseeing, meals and lodging in Mexico.

Information on other awards and the complete rules follow:

ELIGIBILITY

This contest is open to any amateur photographer and his family who is employed by a NIRA company member or branch member.

DURATION OF CONTEST

This contest is open for the calendar year of 1960. Entries may be submitted at any time prior to midnight December 31, 1960.

ENTRIES

Entrants may submit as many pictures as desired at any time during the contest period, but no one will be eligible for more than one prize. Mail print or prints to Photo Contest, National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.

On the back of each photo, print the entrant's name, address, name of company and its recreation director. State whether the photo is to be entered in the Open or Recreation Division and include a short description identifying the subject.

OWNERSHIP

All entries will become the property of NIRA unless a stamped, self-addressed envelope accompanies the entry. Do not send negatives.

TYPES OF PHOTOS

Black-and-white pictures only are acceptable. No print or enlargement more than 10 inches in its longest dimension will be accepted. Developing and printing may be done by a photofinisher or by the entrant. No art work or retouching is permitted on the prints or negatives entered in this contest.

CLASSES OF ENTRY

Open Division

No restriction on photo subject.

Recreation Division

Photos taken of some phase of the recreation program conducted by the contestant's company. May include action shots of sports events, photos of social and cultural activities or pictures of recreation facilities, displays, etc.

PRIZES

Open Division

First—One week trip for two to Mexico City. Air transportation, meals and Lodgings, Arranged by Happiness Travel Service, Chicago.

Second through fifth—Latest in camera equipment, film, accessories.

Special—Members of the winner's camera club will be eligible to accompany him on the Mexico City tour at special rates arranged through the NIRA Travel Council.

Recreation Division

First—Winning photo will appear on the cover of the March 1961 issue of RECREATION MANAGEMENT. Additional prize: $25 value in winner's choice of photo equipment, supplies.

Second through fifth—Latest in camera equipment, film, accessories.

Special—The winner's camera club will be awarded darkroom equipment.

Winners will be announced in the March 1961 issue of R/M.

for the best in
employee health and happiness
. . . sponsor an

EMPLOYEE FLOWER CLUB



There is no other company sponsored recreational activity that provides active and retired employees more pleasure, health, exercise, and opportunity for participation and recognition as AN EMPLOYEE FLOWER CLUB or ROSE SOCIETY.

Employees plant and enjoy their roses and other flowers at their home and the plant. They have the opportunity to exhibit their creations at a company sponsored flower show or at other flower shows held in the community.

Employees can study and learn rose and plant culture through association with other flower growers and outside experts as a member of an EMPLOYEE FLOWER CLUB.

This recreational activity permits husbands, wives, and children of active and retired employees to participate.

Your company gains through higher employee morale, improved community relations, and a closer relationship in the employee group.

EMPLOYEE FLOWER CLUB information may be procured through the National Industrial Recreation Association or by writing directly to us.

JACKSON & PERKINS CO.

World's Largest Rose Growers, Department EA, Newark, New York

NIRA Board in Action

Convening in Chicago, Oct. 22-23, for their regular semi-annual meeting, the NIRA Board of Directors took action on a number of measures designed to increase Association services.

- Gordon L. Starr, director of research, reported the completion of the pilot study, "Does Industrial Recreation Pay?" conducted by the U. of Minnesota under a NIRA research grant.

Using questionnaires, personal interviews and examination of company records, the 122-page study thoroughly covered the recreation programs conducted by four companies in the Minneapolis-St. Paul area.

The purpose of this pilot study was to determine what factors affect the extent of participation in industrial recreation programs, reasons for nonparticipation and benefits a program can give to the company, its employees and their families; what specific relationships can be established between an employee's participation and his work performance.

Findings of the study will be summarized in a series of articles, the first of which will appear in the Jan. 1961 issue of RECREATION MANAGEMENT.

- The Board approved additional research funds to continue research work of this nature and set aside funds for a NIRA scholarship.
- To further NIRA efforts in research and education, the Board discussed proposals for the possible incorporation of a national industrial recreation research and education foundation.
- Several proposals to revise regional representation on the NIRA Board of Directors and a change in voting procedures were discussed and referred to the Resolutions Committee for additional study.
- Reviewing the three-year record of the NIRA Fish-A-Rama, the Board voted to discontinue the National Finals (head-to-head competition) and to place greater emphasis on the Postal Contest Division of the program (see page 10 for additional details).
- Each director, having previously been assigned a study portfolio as a part of his duties, reported on his preliminary findings. The portfolios; ranging from facility development to youth programs, leadership training, community relations and other subjects; will provide the basis for possible future research studies or publication of NIRA program manuals.
- The Pick-Nicollet Hotel was selected as the headquarters site for the 1963 NIRA Conference and Exhibit to be held in Minneapolis.
- Other action: approved sponsorship of the Postal Rifle and Pistol Matches again in 1961, and extended the Helms Industrial Recreation Award program to include the new AA (small company) membership classification.

BPAA-NIRA Talk Out Troubles

Prompted by the tempestuous bowling session at the NIRA Conference in Detroit last May, the Bowling Proprietors Assn. of America met on Oct. 24, in Chicago, with representatives of NIRA to hash out some of the problems plaguing the No. 1 industrial sport.

Presiding over the meeting, NIRA president Oskar Frowein was flanked by five members of his bowling committee and executive secretary Don Neer. Across the table sat BPAA president Nat Kogan, executive secretary Howard Seehausen and four national officers.

As expected, the first and longest discussion revolved around length of season and prices.

"We're in a touchy situation," admitted Kogan, who went on to state bowling's economic facts of life. "The 36-week season means survival. At today's prices, an establishment must run 100 hours a week to make a profit."

Why the pinch? According to Kogan, the average fee in 1940 was 30¢ a line. Since then, costs have tripled and qudrupled. To keep pace, Kogan said that today's line fees should be 65¢, yet the average is about 45¢.

Fearful of a strong reaction against raising prices, the proprietors took the alternative of demanding a longer season. This was the wrong move, concluded the NIRA committee. Length of season, not price, is the major complaint of industrial bowlers. Most leagues, they felt, would happily bowl a shorter season at higher prices.

The sliding scale was suggested as the best solution to this problem. In Cleveland, where it has been used with some success, the establishment charges a bowler $1.65 per night for a 36-week season, $1.75 per night for 33 weeks, or $1.85 for 30 weeks.



AT SPINK TESTIMONIAL, Oskar Frowein, NIRA president, greets Hal Schumacher (l); Adirondack advertising manager, and Athletic Goods Mfr. president; and Stan Musial (r).

The proprietors felt that by eliminating excessive prize funds and side betting, the bowlers themselves could greatly reduce the total cost of bowling to individuals.

Overbuilding, however, was the primary concern troubling the proprietors. Emphasizing that this was not merely an internal problem for the bowling industry, they predicted that irresponsible overbuilding would bring the return of undesirable elements and plunge bowling back into the basement.

Bringing the point closer to home, both groups denounced another by-product of overbuilding: under-the-table offers and other inducements to persuade league secretaries to change bowling establishments.

Acknowleding the existence of "chiseling" proprietors, the BPAA, nevertheless, felt that the situation could best be controlled by the industrial recreation director. To protect himself and his company, as well as the bowlers, Kogan said the recreation director must accept his responsibility in this area and exert some degree of authority over the selection of establishments.

"This is not a question of honesty, but of ability," stated Kogan. "The presentation of new sites should be made by the director to the league secretary, not by the proprietor directly to the secretary. Then the league bowl-

ers can vote to determine their choice."

Contracts between the league and the proprietor were discussed along similar lines. The BPAA, as well as the ABC and WIBC, recommends their use. In addition, the BPAA strongly feels that the contracts should be signed, not by the various league secretaries, but by the recreation director, or at least, by the company's bowling association president.

With this, the group recommended that the respective executive secretaries develop standards to be used in evaluating bids from bowling proprietors.

The cure of slow bowling was also recommended as a method to relieve symptoms of bowler-proprietor discontent. Kogan felt the greatest strides could be made in training scorekeepers to do their jobs quickly and efficiently.

NIRA members participating in the meeting included Edith Campbell, State Farm; Earl Schreiber, Timken; Carl Klandrud, Allis-Chalmers; Wally Dowswell, Motorola; and Ralph Issacksen, Seeburg.

Around the NIRA Circuit

Under a heavy schedule of Association and related activities, NIRA president Oskar Frowein and executive secretary Don Neer hit the road to attend:

Region I Conference in Waterbury, Conn., Sept. 19, co-sponsored by the Scovill Mfg. Co., Fred Wilson, chairman. More than 100 industrial recreation directors participated in three panel sessions, heard a stimulating address by Scovill v-p, Alan C. Curtiss, and then relaxed with cocktails and steak dinner. A wives' program was also included in the festivities.

Region II Conference in Akron, Ohio, Oct. 16-17, co-sponsored by B. F. Goodrich, Firestone and Goodyear with Charles Mears, Frank Wahl and Chuck Bloedorn as co-chairmen. Starting Sunday night with a "New Ideas Buffet," the 55 registrants toured the 40th anniversary exhibit in Goodyear Hall, attended seminar sessions, heard the Orioles Gene Woodling and ex-baseballer Bob Kennedy. Then the group headed for Firestone Country Club where they auditioned golf trick shot artist Paul Hahn and tried their luck on the Firestone course, site of this year's PGA tournament.

Other events included a luncheon meeting Hamilton, Canada, sponsored by DOFASCO's Murray Dick; the Athletic Goods Mfrs. Assn. testimonial for J. G. Taylor Spink, Sporting News and Sporting Goods Dealer publisher; the Athletic Institute's annual board meeting; and the traditional NIRA President's meeting with the Milwauke County Industrial Recreation Council.

Change NIRA Bowling Meet

Three important changes have been incorporated into this year's 14th annual National Industrial Bowling Tournament to make participation in the event both more appealing and more convenient to employee teams.

First, traditionally a nine-game event held on a weekend, the tournament has been cut to eight games with each team rolling four games on Saturday and four on Sunday. The change allows more travel time and leaves Saturday night open for individual bowling and other tournament festivities.

Second, the former 940 limit on team averages has been dropped. This year's meet will be run in two divisions; Open (no limit), and Regular (team averages limited to 900). This will permit companies with superior bowlers to enter their five best men and still give less skilled teams a chance at the prizes.

Third, in addition to the regular team event, an individual sweeper with cash prizes will be conducted for anyone desiring to enter.

All the changes have resulted from suggestions made by recreation directors who have entered teams in the past and from the bowlers themselves.

This year's event will be held at the 48-lane Rose Bowl in Milwaukee, Wis., March 25-26. The meet will be co-sponsored with NIRA by Allis-Chalmers Mfg. Co., Carl Klandrud, tournament chairman.

Entry fee is $40. per team which covers bowling fees, prizes and trophies and administrative expenses. Companies may enter two teams from each plant location. Complete rules and entry forms will be mailed in the near future or may be obtained by writing NIRA Headquarters in Chicago.

All prizes, except for the individual sweeper, will be trophies and merchandise awards. As in the past two years, the Whirlpool Corporation will provide the award for high individual total: a RCA Whirlpool Supreme portable dishwasher.



AT SCOVILL'S Region I Conference: (l-r) Fred Wilson, chairman, Scovill Mfg. Co.; Bob Moss, Avco Corp.; Don Neer, NIRA secretary; Roy Lindberg, Bankers Trust Co.; and Scovill vice president Alan C. Curtiss, who was the featured speaker.



AT REGION II CONFERENCE: (Front l-r) Gene Woodling, Orioles; Nick Carter, Goodyear vice pres.; Chuck Bloedorn, Goodyear; Oskar Frowein, Republic; (back l-r) Fritz Page, Goodyear; Neer; Randy West, Goodyear; and Bob Kennedy.

Compensation Denied

In a split decision, a New Jersey appeals court ruled recently that a worker injured in a company softball game after hours and off premises cannot collect workmen's compensation.

The case, brought before the Appellate Division of the Supreme Court, involved Dominic Complitano, 30, who broke his ankle while playing for a team sponsored by Newark's Steel and Alloy Tank Co.

Only last year, the State Supreme Court ruled that compensation could be awarded to an employee injured in a softball game on the employer's premises during the lunch period. The Appellate Court, however, said Complitano's case was different.

The majority view held that the company left all details of management of the team up to the employees, and "proficiency in the sport bore no relationship to hiring or to duration of employment. The games were played off the premises and after hours; the employer's financial contribution was entirely gratuitous and no benefit of any kind was either sought by the employer or derived by it from this recreation activity."

The minority view stated that when employees approached the company for permission to start a team, the company offered to sponsor the team and provide $300 for uniforms and equipment. The backs of the shirts were lettered "Steel and Alloy Tank Co."

The minority view held that the men sometimes practiced on company property during lunchtime; that the company did in fact sponsor the team regardless of where the games were played, and it derived a great advertising benefit from the shirts.

The split decision allows an appeal to the State Supreme Court.

Six-Minute Mile at Sun Oil

"Sure I can run the mile in less than six minutes."

When J. Rogers Davis Jr., made that statement last summer, his co-workers in the Research and Development Div. of Sun Oil Co., Marcus Hook, Pa., were not about to let it go unchallenged.

"If you can run the mile in less than six minutes," they said, "we'll buy you a lunch."

That was all Rogers needed. Every Saturday and Sunday evening from July through August and on into September, he huffed and puffed his way through training. In the process, he lost 20 pounds and ran an estimated 100 miles.

News of his progress spread rapidly by a flow of bulletins that gave such information as his latest time and condition of his wind.

On Sept. 25, the day of the race, the scene at the Swarthmore College track resembled a minor league Olympiad. On hand to watch him shatter the six-minute barrier were Rogers' friends, co-workers, parents, a slightly worried wife and his completely indifferent but happy baby.

As he started his slow jogging trot, a voice commented, "Looks good, but he can't hold up."

"No wind," said another.

"Poor legs," said a third.

But, at the three-quarter mark, Davis was showing the results of his training: he was still on his feet and running.

As he neared the finish line, with the price of a lunch hanging in the balance, the timer clutched his stopwatch a little more tightly.

These days there are still some people at Sun Oil eating crow. J. Rogers Davis made good his boast. His time: a new Research and Development record—5:58.8.

Taboo on Fishing Derbies

Stressing that fishing is a contemplative not a competitive sport, the Sport Fishing Institute recently expressed its regrets "that the fishing derby idea has become over-promoted, and over-commercialized by some organizations in their unwitting burst of enthusiasm over a basically good motive. The result more often than not has been to defeat the good purpose."

SFI went on to quote a survey of state game and fish agencies that revealed that six states now legally restrict such derbies and three more are considering such legislation. At least 17 would like to eliminate them if they could.

The vast majority believe that derbies are not in the best interests: of the fisheries (36 states), of sportsmanship (39 states), of the public (35 states) or of juvenile training (38 states). 44 States refuse to supply hatchery fish for adult fishing derbies.

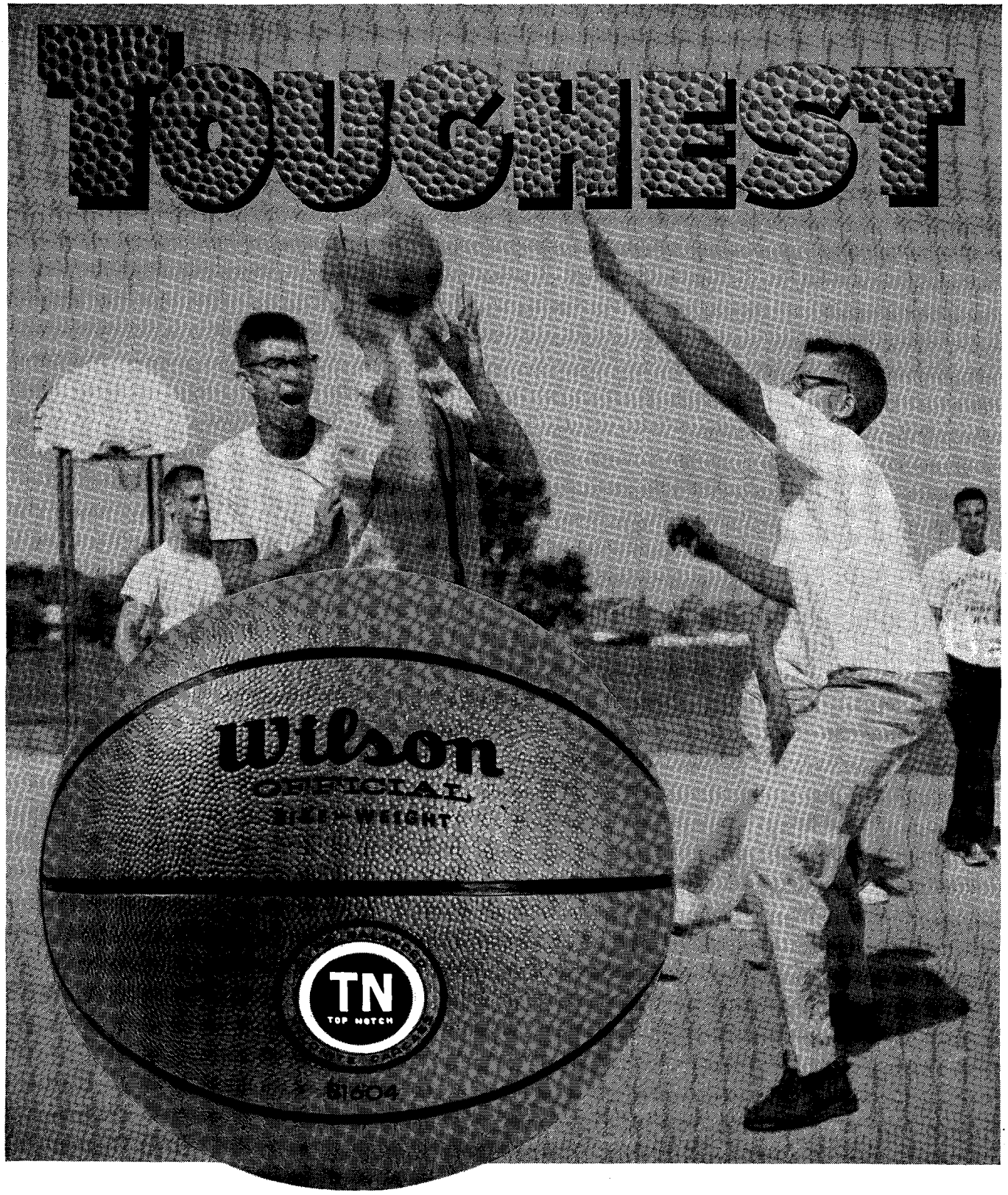
300 Game Payoff

If a bowler goes slightly berserk after rolling a 300 game, there's good reason. Certainly no one could blame Robert A. Schumacher, a mechanic for Consolidated Edison of New York.

Here's a run-down on the loot Bob received when he reached bowling's perfection recently: $500. cash from the Bronx Bowling Proprietors Assn., $500. savings bonds from a shirt maker, a diamond ring from the American Bowling Congress, a trophy from the bowling center owners and a plaque from Brunswick who made the 16-pound ball he used.



LOCKHEED MANAGEMENT Club embarks for 23-day charter tour of Europe. Some 150 employees made the trip. Earlier, another group of 30 Lockheed employees went on a 23-day group tour of South America.



Outlasts Rubber 2 to 1

For indoor or outdoor play—a Wilson TN ball is by any standard, the finest basketball you can buy. Players go for it...like the precise and easy way it handles. Durability? Nothing can match it...underneath that long-lasting TN cover is a carcass which never loses its shape. Get the Wilson TN ball, the toughest, playingest ball ever built.

Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

Aluminum Design Awards

Four of the six 1960 Alcoa Student Design Merit Awards (see photos) were presented for water-inspired, recreation-minded ideas.

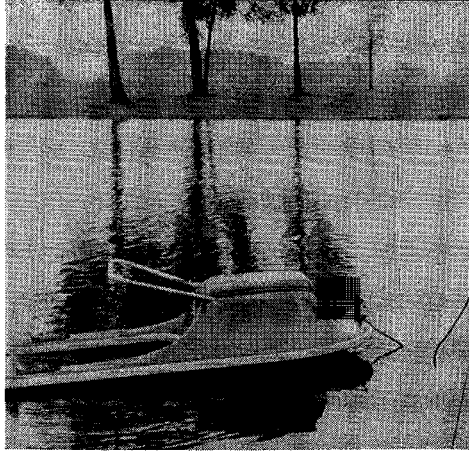
The Ski-Horse (see photo) is a unique concept in water transport for the skin diver. Propelled by a motor encased in the pod formed by two aluminum shells, the Horse is ridden on the two skis projecting backwards.

The Polliwog (see photo) fishing boat can be folded into a unit smaller than a card table and weighs only 27 pounds including anchor.

The modular swimming pool (see photo) is assembled from two types of aluminum panel, a 6′ equilateral triangle and a 6′x9′ rectangle. Pool is made water tight by a plastic gasketing material.

A gas-propelled water rescue missile, a "Ribbon Chair" and a minimum living shelter for disaster areas were the other Alcoa design winners.

The student creators of the six winning designs were chosen by the faculties at the industrial design schools participating in the Aluminum Company of America's annual awards program.



SKI-HORSE, Syracuse U. winner of aluminum design, is used to transport skin divers and serve as "base" while diving.

Doctors Endorse Phy. Ed.

The nation's physical educators got a healthy boost in their fight for a fair share of time and money spent on school and college curriculums.

At their 1960 meeting, the House of Delegates of the American Medical Association passed the resolution, "that the American Medical Association reaffirm its long-standing and fundamental belief that health education should be an integral and basic part of school and college curriculums and that state and local medical societies be encouraged to work with the appropriate health and education officials and agencies in their communities to achieve this end."

The group also resolved, "that the American Medical Association through its various divisions and departments and component medical societies do everything feasible to encourage effective instruction in physical education for all students in our schools and colleges.

Coffee Consumption Down

This year, the U. S. consumed *only* 377 million cups of coffee *per day*.

As anyone can see from the Pan-American Coffee Bureau reports, this

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



The Rifle and Revolver Group of The Chase Manhattan Club was organized in 1934 and has been affiliated with the NRA since 1937.

Among the club's activities is participation in the Bankers Athletic League in which pistol teams from various New York banks, insurance companies and other financial firms compete on a weekly basis. The club also has a team in the Manhattan Rifle League.

All club shooting—including the pistol league, practice firing and qualification matches—is held at the bank-owned range in lower Manhattan. This range has seven 50-foot firing points for both rifle and pistol.

NRA is proud of its association with The Chase Manhattan Bank and salutes both the bank and its employee gun club.

THE RIFLE AND REVOLVER GROUP OF THE CHASE MANHATTAN CLUB

Sponsored by
THE CHASE MANHATTAN BANK
New York, N. Y.

CLUB OFFICERS

Chairman . . . . . Eugene P. O'Brien
Vice Chairman . . . . . Louis Van Buskirk
Secretary . . . . . John A. Sael

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor an NRA-affiliated club will be sent without cost or obligation.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



POLLIWOG, U. of Illinois, aluminum design winner, folds into a compact 3'x2'x½' unit for carrying.



MODULAR SWIMMING POOL, Pratt Institute's winner, made of panels, can be disassembled and moved, or expanded.

is quite a drop from last year's record rate of 393 million cups. It means that the average person over 10 years of age now drinks only 2.77 cups a day.

However, the coffee break continues to be a big factor in the consumption picture. This year's Bureau study shows that 74% of all non-farm employees take breaks and have coffee available.

The Bureau attributes the drop in coffee drinking to a continuing rise in the number of teen-agers and young adults entering the coffee-drinking market. Another possible reason: a decline, this year, in the percentage of heavy coffee drinkers, those consuming five or more cups a day.

AMF Buys Ben Hogan Golf

Expanding its operations in the leisure-time market, American Machine & Foundry last month acquired the Ben Hogan Company, a manufacturer of quality golf equipment.

Purchase price was reported at $3 million of AMF common stock.

"We are convinced that the golfing industry has a very promising potential," stated AMF board chairman Morehead Patterson. "Future growth of the industry is supported by rising population, higher incomes, increased leisure time, and the fast growing popularity of the game itself. Over the past decade, sales of golf equipment have grown in excess of 150%."

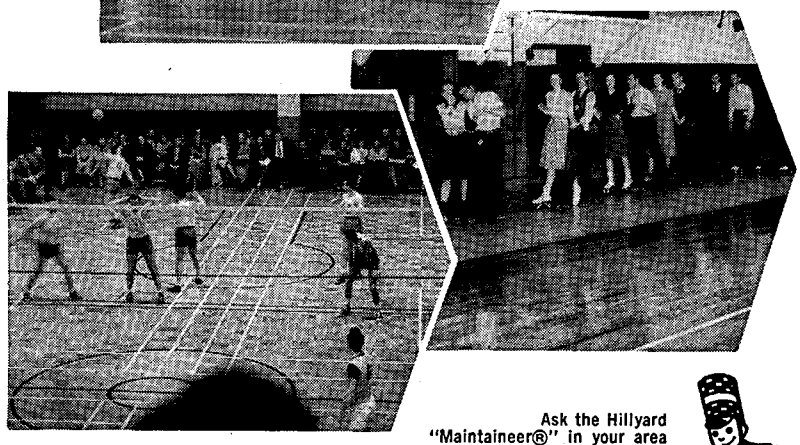
Ben Hogan will continue the design, development and sales promotion work on the entire line of products.

State Parks Boom

A measure of the growing public demand for recreation is reflected in figures showing changes in state park programs, as reported by the Wildlife Management Institute. Key statistics for 1959 show:

Total attendance	255,309,602	up 7.6%
Tent, trailer camping	13,733,510	up 5%
Agency expenditures	$88,268,419	up 20%
Land expenditures	$14,834,071	up 96%
Funds available	$139,340,618	up 3%
Revenue	$20,773,469	up 14%
Personnel	16,690	same
Number of Areas	2,433	up 4%
Total acreage	5,680,909	up 5%





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This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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Ask the Hillyard "Maintaineer®" in your area to draw up a maintenance program for your floor —also for tips on preparation for dances, etc. He's "On Your Staff Not Your Payroll."

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HILLYARD St. Joseph, Mo., Dept. P-6

☐ Please send me Free chart for laying out, lining and finishing my gym floor.

☐ Please have the Maintaineer get in touch with me. No obligation!

Name.....

Firm or Institution.....

Address.....

City.....State.....

BUYERS GUIDE

AND ADVERTISING INDEX

The NIRA Buyers Guide of industrial recreation products and services includes all those firms which have shown interest in industrial recreation either by becoming Associate or Affiliate members of NIRA, by exhibiting at the 19th annual NIRA Conference or by advertising this year in RECREATION MANAGEMENT.

Bold face listing indicates additional information is available in that company's advertisement which appears in this issue. Page number of the ad is given in parenthesis.

Product and service listings are grouped in the following categories:

SPORTING GOODS
- **Athletic Equipment**
- **Hunting Equipment**
- **Fishing Equipment**
- **Athletic Apparel**

FACILITIES
- **Architects, Designers**
- **Playground, Park Apparatus**
- **Sports, Recreation Installations**
- **Maintenance Supplies**
- **Amusement Parks**

TRAVEL
- **Carriers**
- **Hotels & Resorts**
- **Tour Operators**

VENDING

PRIZES, TROPHIES, GIFTS

HANDICRAFTS, HOBBIES, GAMES

MUSIC & ENTERTAINMENT

RECREATION SERVICES, ORGANIZATIONS

MISCELLANEOUS

Sporting Goods

ATHLETIC EQUIPMENT

Adirondack Bats, Inc. (67) *Baseball, softball, Little League, Pony League, Babe Ruth League and fungo bats.* Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, N. Y. Phone: 5281

Dayton Racquet Co. (40) *Steel tennis, badminton and paddle tennis racquets.* E. Louis Munday, Owner., 302 S. Albright St., Arcanum, O. OWens 2-8556

Hanna Manufacturing Company; Johnny Broadnax, Athens, Ga.

Hillerich & Bradsby Co. (5) *Louisville Slugger bats, Power-Bilt golf clubs, Grand Slam golf clubs.* Jack McGrath, Adv. Mgr., 434 Finzer St., Louisville 2, Ky. JU 5-5226

The MacGregor Co. (17) *Complete line of athletic equipment, balls and uniforms.* Cincinnati 32, O. KIrby 1-3464

Midwest Folding Products, Inc., Prospect Ave., Roselle, Ill.

Rawlings Sporting Goods Co. *Equipment for baseball, basketball, football, softball, track, golf, tennis and other team and individual sports.* R. O. Morgan, Sales Mgr., 2300 Delmar Blvd., St. Louis, Mo. CHestnut 1-2900

Seamless Rubber Company. *Complete line of rubber athletic balls, playground balls, underwater equipment, trainer supplies.* Harry Andrews, 253 Hallock Ave., New Haven 3, Conn. STate 7-2211

A. G. Spalding & Bros. Chicopee, Mass., JEfferson 3-3971

Sico Manufacturing Co., Inc. (16) *Sico tuck-away tennis table. Folds and rolls on its own casters, built-in net posts. U.S.T.T.A. approved.* Elton T. Jones, V.P., Sales, 5215 Eden Ave. South, Minneapolis 24, Minn. WEst 9-4663

Universal Bowling & Golf Corporation. *Complete equipment and services for bowling, golf, billiards; bowling and golf apparel; trophies for all sports and events.* Ray Olsen, 525 S. Wabash Ave., Chicago 5, Ill. WAbash 2-5255

Wilson Sporting Goods Co. (23) *Manufacturers and distributors of all athletic and clothing items serviced by our 27 branches.* Ed Reutinger, 2233 West St., River Grove, Ill. GLadstone 6-6100

Wittek Golf Range Supply Co. (63) George W. Lynn, 5128 W. North Ave., Chicago 39, Ill. BErkshire 7-1040

HUNTING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel)

Remington Arms Company, Inc. *Sporting Firearms, ammunition, traps and targets for hunting and shooting.* A. A. Riehl, Bridgeport 2, Conn. EDison 3-1112

Winchester-Western Div., Olin Mathieson Chem. Corp., (3) New Haven 4, Conn.

FISHING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel)

Shakespeare Company. (4) *Fishing reels, rods, lines; archery bows, arrows, kits and miscellaneous accessories.* Everett R. Hames, Sales Mgr., Kalamazoo, Mich. FI 4-0101

Zebco Company. *Complete line of casting and spinning reels and rods; REEL-N-RODS, and fishing tackle items.* R. F. Lafferty, Pres., Box 270, Tulsa, Okla. LUther 5-1571

ATHLETIC APPAREL

American Knitwear & Emblem Mfrs. (66) *Custom made emblems, letters, pennants, banners, ribbons, buttons, trophies, imprinted tee shirts, sweatshirts, jackets, hats, plastic specialties.* Dick Keezer, Plaistow 12, N. H. EVergreen 2-8936

AMF Pinspotters, Inc. (see listing under Rec. Installations)

Brunswick Corporation. (68) (see listing under Rec. Installations)

Champion Knitwear Co., Inc. *Sportswear & athletic uniforms with printed, individual designs. Fund raising items and camp togs.* 115 College Ave., Rochester 7, N. Y. BRowning 1-2235

Converse Rubber Company. *Complete line of athletic and sporting footwear.* Grady Lewis, Natl. Sales Mgr., 2000 Mannheim Road, Melrose Park, Ill. FIllmore 5-3440

The General Athletic Products Co. *Athletic clothing for baseball, basketball, softball, gym and track. Also manufacturers of award jackets.* Robert Grodzensky, Riffle Ave., Greenville, O. LIncoln 8-4131

The MacGregor Co. (17) (see listing under Athletic Equipment)

Nat Nast Bowling Shirts Inc. *Bowling shirts for men, women, boys and girls.* Nat Nast, Jr., 816 Central, Kansas City 5, Mo. VIctor 2-1853

Rawlings Sporting Goods Co. (see listing under Athletic Equipment)

Universal Bowling & Golf Corporation (see listing under Athletic Equipment)

Wilson Sporting Goods Co. (23) (see listing under Athletic Equipment)

Facilities

ARCHITECTS & DESIGNERS

Harrison and Associates. *Site planning consultants. Recreation area planning and development. Landscape architects and engineers.* Arthur L. Harrison, 408½ Douglas Ave., Ames, Iowa. CEdar 2-1589

Sterling, Lord-Wood & Van Suetendael; Everett H. Lord-Wood, 10 N. Main St., West Hartford, Conn.

PLAYGROUND, PARK APPARATUS

American Playground Device Company. (29) *Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches; softball and tennis backstops.* Warren P. Miller, Pres., P. O. Drawer 790, Anderson, Ind. Phone: 2-0280

Game-Time, Inc., Wm. E. Garrett, Dir. of Sales, Litchfield, Mich., LIncoln 2-2345

Hancock Iron Works. *Outdoor grills, set in masonry or on steel pedestal; controlled draft, long lasting, tamper proof.* 58 W. Pike St., Pontiac, Mich. FEderal 5-6230

The Mexico Forge, Inc. *Engineered park and play equipment.* Robt. S. Wormser, Mexico, Pa. McAlisterville, Pa. 97

Miracle Equipment Company, R. G. Ullrich, Sales Mgr., P. O. Box 275, Grinnell, Iowa, BElmont 6-4000

Playground Corp. of America, 5 Union Sq., New York 3, N. Y. Phone: WA 4-1167

Recreation Equipment Corp. (40) *Heavy Duty playground equipment, swimming pool equipment and indoor basketball equipment.* John D. Nash, Sales Mgr., Dept. RM, Anderson, Ind. Phone: 35315

SPORTS, RECREATION INSTALLATIONS

American Locker Company, Inc. *Lockers-coin operated. Over 50 locker sizes. Locks on charge or refund basis; time tested, security-built, meter-equipped, for lease or sale.* George Niden, Asst. V. P., Sales, 211 Congress St., Boston 10, Mass. HAncock 6-6830

AMF Pinspotters, Inc. *Manufacturers of a complete line of bowling equipment and accessories for bowlers.* Jericho Turnpike, Westbury, L. I., N. Y. EDgewood 3-6900

Brunswick Corporation. (68) *A complete line of bowling equipment, supplies and bowler accessories ranging from automatic pin-setters to bowling lane finishes.* 623 S. Wabash Ave., Chicago 5, Ill. WEbster 9-3000

Dixie Rink Sales. (66) *Completely portable, salvable, hardwood floors and complete tent covered skating rinks. Basketball and dance floors. Use anywhere.* W. T. Schackelford, Dixie Ave., P. O. Box 415R, Smyrna, Ga. Phone: 435-5978

The Flxible Company, Locker Div., J. Austin Smith, Dir., N. Water St., Loudonville, O.

National Pool Equipment Co. *Prestressed, precast concrete swimming pool, complete line of deck equipment, filter systems, underwater lights, chemicals, consulting engineering services.* Don Bolinger, Vice Pres., Lee Highway, Florence, Ala. AT 2-1620

Steber Mfg. Co., Div. of Pyle National Co. *Floodlights for sports and recreation.* W. T. Callaghan, Asst. Sales Mgr., 1334 N. Kostner Ave., Chicago, Ill. DIckens 2-6300

MAINTENANCE SUPPLIES

Hillyard Chemical Co. (25) P. O. Box 909, St. Joseph 1, Mo.

AMUSEMENT PARKS

Camden Park, Robt. N. Burley, Off. Mgr., P. O. Box 1794, Huntington, W. Va.

Euclid Beach Park, The Humphrey Co., E. P. Shilliday, Mgr., Cleveland 10, O. IV 1-7575

Geauga Lake Park. *Large amusement park. 31 rides, refreshments, boating, miniature golf course, penny arcade.* Chas. W. Schryer, Pres. & Gen. Mgr., Geauga Lake, O. LOgan 2-5581

Kenneywood Park Corp., Carl Henninger, 4800 Kennywood Blvd., Duquesne, Pa.

Lakeview Amusement Company. *Industrial picnic facilities.* Harold K. Barr, Washington Park, Michigan City, Ind. TRiangle 4-5258

Travel

CARRIERS

Alaska Airlines. *Scheduled passenger and cargo air service from Portland and Seattle to Alaska cities, including Fairbanks, Anchorage, Nome.* Alvin C. Schweizer, Reg. Sales Mgr., 595 Fifth Ave., New York 17, N. Y. PLaza 2-1144

B.O.A.C., Fred Pinchem, Dist. Sales Mgr., 1239 Washington Blvd., Detroit 26, Mich. WO 1-8400

Capital Airlines Inc. *Air transportation. Air tours and group travel.* Jack E. Brown, Comm. Sales Mgr., Washington National Airport, Washington, D. C. REpublic 7-6830

KLM Royal Dutch Airlines. *Transportation—international airline. Passenger and air cargo service. KLM is the world's first airline.* John A. Bussian, Jr., 62 E. Monroe St., Chicago 3, Ill. FI 6-3635

Northwest Orient Airlines, Inc., 1885 University Ave., St. Paul 1, Minn. MIdway 6-2966

Pan American World Airways System. *Aviation; serving the six continents of the world.* P. M. Siefert, 28-19 Bridge Plaza North, Long Island City 1, N. Y. STillwell 6-5858

Sabena Belgian World Airlines, Jan Yones, Mgr. Tour & Charter Dept., 720 Fifth Ave., New York 19, N. Y. JUdson 6-1070

Trans World Airlines, Inc. (7) Herb Lynn, 380 Madison Ave., New York 17, N. Y. Phone: Your nearest TWA Sales Office

HOTELS AND RESORTS

Hotel Fontainebleau. *America's largest and finest resort hotel, cabana and yacht club. Master hosts to individuals, small or large groups.* Joe Lucko (Chicago Office), 44th & Collins Ave., Miami Beach, Fla. JEfferson 8-8811

Hawaiian Village Hotels. *20 acre resort hotel, Waikiki Beach, Honolulu. Excellent accommodations for individuals, tours, incentives, conferences, conventions. Information on request.* John Hickman, National Sales Office, 37 S. Wabash Ave., Chicago 2, Ill. STate 2-8641

Hotel Corporation of America, Earl G. Duffy, Natl. Sales Mgr., 464 Commonwealth Ave., Boston 15, Mass.

Hotel Manhattan. *New York's newest hotel, completely air-conditioned. 1400 rooms with bath, television and radio.* Times Square. Wm. H. Hutchinson, Dir. of Sales, 700 Eighth Ave., New York 36, N. Y. JUdson 2-0300

Hotel Great Northern, L. P. Toy, Dir. of Sales, 118 W. 57th St., New York 19, N. Y. CIrcle 7-1900

New York Convention & Visitors Bureau. *Promoting individual and group vacation travel to New York City.* Charles Gillett, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N. Y. MUrray Hill 7-1300

Ozark Playgrounds Association. *A non-profit organization designed to assist recreation directors plan employee vacationing, group tours, meetings, and retirement relocation.* G. Tom Ayers, Exec. Dir., 112 W. 4th St., Joplin, Mo. MA 4-4250

Schine Enterprises, Inc. *Unique convention and resort hotels and inns with a staff of experts catering to industrial tours, meetings, seminars and training sessions.* Seymour L. Morris, 375 Park Ave., New York, N. Y. MUrray Hill 8-0110

Sheraton Corp. of America, Matty Mathewson, Reg. Sales Mgr., % Sheraton Towers Hotel, 505 N. Michigan Ave., Chicago, Ill.

Sir John Hotel. *Resort hotel, swimming pool, restaurant, cocktail lounge and night club.* David Probinsky, Mgr., 216-276 N.W. 6th St., Miami Dade, Fla. FRanklin 3-3381

Stardust Hotel, Las Vegas, Nevada

TOUR OPERATORS

Allen Travel Service, Inc. *Employee groups to all destinations. Wholesale and retail. Branch office in Honolulu, Hawaii.* R. E. Lydon, 2037 E. 14th St., Cleveland 15, O. TOwer 1-6660

Allied Travel, Inc., Hans M. Helbling, Exec. Mgr., 25 W. 43rd St., New York 36, N. Y.

American Express Co. (63) *Complete travel service: travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc.* Mr. D. Daly or Miss V. Clark, 65 Broadway, New York 6, N. Y. WH 4-2000

Cartan Travel Bureau, Don B. Feather, Prom. Dir., 108 N. State St., Chicago 2, Ill.

Thomas Cook & Son. *Organization and direct operation of quality but inexpensive employee tours.* James J. Lynch, Mgr., Group Travel Div., 587 Fifth Ave., New York 17, N. Y. MUrray Hill 8-4000

Elliott Travel Service. *Complete service for industrial employee travel groups and sales incentive programs. Our experience and performance guarantees success.* Thomas P. Shanahan, 18663 Livernois, Detroit 21, Mich. UN 2-7555

Golf Tours, Inc., Dave Rosen, Pres., 23 W. 35th St., New York 1, N. Y.

Happiness Travel Service, a Div. of Happiness Tours. (47) *Complete travel service to "anywhere in the world". Escorted tours, group or individual, domestic and international.* Benjamin Getzoff, 6 E. Monroe St., Chicago 3, Ill. ST 2-4900

Edward Krones Enterprises; Edward Krones, 509 Fifth Ave., New York 17, N. Y.

Lanseair of California, Inc. (30) Travel and Tours. Walt Peters, 11971 San Vicente Blvd., Los Angeles 49, Calif. GRanite 2-3518; BRadshaw 2-1031

Lanseair Travel Service, Inc. *Industrial travel; employee vacations, incentive plans; wholesale and retail to all parts of the world.* Jorgen B. Kolle, 1027 17th St., N.W., Washington, D. C. ME 8-6675

Maupintour Associates; Alan Citron, Natl. Sales Repr., 1236 Massachusetts, Lawrence, Kan.

Raymond & Whitcomb Co., Sears C. Winslow, Vice Pres., 70 School St., Boston 8, Mass.

Transmarine Tours Inc. (53) *Specialists in group travel, foreign and domestic. Established in 1936. Members of all transportation conferences.* Tom Broderick, 500 Fifth Ave., New York 36, N. Y. OXford 5-4460

Transport & Travel Contractors, Inc. (2) *Vacation travel to Europe, Mexico and Hawaii and all parts of the world; charter flights, employee vacation programs, sales incentive contests.* John Ricksen, Time and Life Bldg., Rockefeller Center, New York 20, N. Y. COlumbus 5-5700

Universal Travel Agency; L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera) France

Universal Travel Inc. *Complete travel service for group and independent arrangements.* 345 Wabasha St., St. Paul, Minn. CA 2-6821

Vending

ABC Vending Corp., R. Smerling, 50-01 Northern Blvd., Long Island City, N. Y. Ravenswood 15000

Automatic Canteen Company of America. *Complete automatic merchandising, food services, and background music systems.* 1430 Merchandise Mart Plaza, Chicago 54, Ill. DElaware 7-5900

The Coca-Cola Company. *Coca-Cola.* T. D. Barre, 310 North Ave., N.W., Atlanta, Ga. TRinity 5-3411

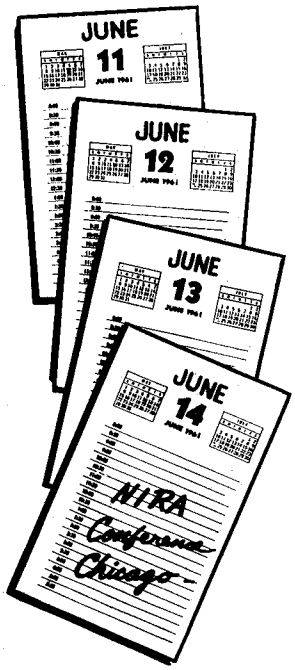
Interstate Vending Company. *Full line of vending machines: coffee, candy, cold drinks, cigarettes, ice cream, milk, sandwiches, hot soup and food; pastry.* Louis Loizzo, 251 E. Grand Ave., Chicago 11, Ill. WHitehall 3-3535

Madison Concessions, Inc., Thomas C. Funk, Pres., 700 Meridian St., Anderson, Ind.

Northwest Automatic Products Co., Griswold Vending Div., R. T. Steiner, Gen. Mgr., 1700 Linden Ave., Minneapolis 3, Minn.

continued

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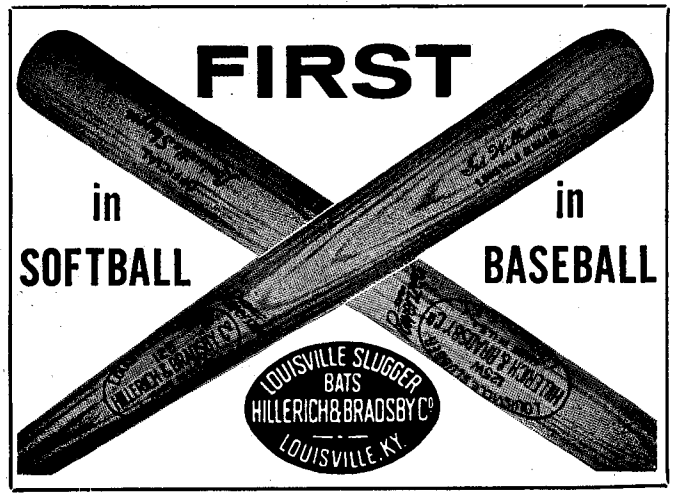
for NIRA's 20th anniversary

CONFERENCE and EXHIBIT

- **Key speakers,** nationally prominent in business and recreation, spotlight ideas for successful program management.
- **Seminar sessions** dig into the problems and solutions concerning a wide range of specific employee activities.
- **Only national exhibit** of industrial recreation products and services displays the newest tools of your trade.
- **Special demonstrations** provide first hand knowledge of the skills and program requirements of specialized activities.

Registration fees: *$40. for NIRA company and branch members, $50. for non-members, $20. for wives. Includes reception, two luncheons, NIRA banquet and floor show, door prizes, program, souvenirs.*

Hotel Sherman, Chicago, Illinois



Buyers Guide (cont.)

Pepsi-Cola Co. *Pepsi-Cola syrup, bottles and premix serviced by our 530 local Pepsi-Cola bottlers throughout the U.S.A.* Norman Wasser, 500 Park Ave., New York 22, N. Y. MUrray Hill 8-4500

Quick Cafeteria Services, Inc. *A completely automatic cafeteria; a complete vending program; a catering service to industry serving 60,000 people daily.* Fred W. Sarkis, Pres., 645 Maple St., Rochester 11, N. Y. BE 5-6000

Rudd-Melikian, Inc., Stanley G. Carter, 300 Jacksonville Rd., Hatboro, Pa. OSborne 5-4200

The Seven-Up Company. *Refreshing 7-Up in bottles, cans and premix. All types of 7-Up vending machines and 7-Up coolers.* Jos. R. Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis 3, Mo. GArfield 1-0960

Vendall Company, Inc., Wm. R. Zuber, Vice-Pres., 1820 E. 38th St., Minneapolis 7, Minn.

Vend-O-Matic Co., Bernard Bagan, 4218 N. Elston Ave., Chcigao 18, Ill.

Prizes, Trophies, Gifts

American Knitwear & Emblem Mfrs. (66) (see listing under Athletic Apparel)

Eastman Kodak Company; Chuck McNary, 343 State St., Rochester 4, N. Y., LOcust 2-6000

Emblem & Badge Mfg. Co. *Trophies, plaques, medals, lapel emblems, class pins, ribbons, buttons.* 68 Pine St., Providence, R. I., DExter 1-5444

Edwin W. Lane Co. *Incentive awards for every occasion—trophies, plaques, medals, prizes. "If it is an Award, we have it."* 32 W. Randolph St., Chicago 1, Ill., STate 2-2317

Organization Services Inc. (29) *Picnic prizes, Christmas toys, sports novelties, caps. Manuals on picnics and Christmas parties. Awards, promotion ideas.* 8259 Livernois Ave., Detroit 4, Mich., TExas 4-9020

Saunders, Inc. *Manufacturers' agents and exclusive wholesale distributors for the largest selection of nationally advertised merchandise, sales incentives, premiums and service awards.* Harold J. Holson, Carl Lippard, 101 E. 8th St., Charlotte, N. C., Phone: 332-1194

Saunders Mfg. & Novelty Co. *Xmas toys and packages for all age groups. Picnic prizes and hats, party favors.* Dave Shanker, 708 Frankfort Ave., Cleveland 13, O., CHerry 1-3817

Smith Enterprises, Inc. *Children's Christmas parties that get results; employee Christmas gifts.* P. O. Box 188, Rock Hill, S. C. Phone: 4027

Trophies, Inc., M. L. Herwitt, 1450 W. Devon Ave., Chicago 26, Ill.

Universal Bowling & Golf Corp. (see listing under Athletic Equipment)

Waldron & Co. Inc. *Wholesalers of awards, gifts, prizes, employee purchases.* J. J. Waldron, 1211 Chestnut St., Philadelphia 7, Pa., LOcust 8-5100

Handicrafts, Hobbies, Games

American Handicrafts Co. Box 791, Fort Worth, Texas

Bulbhome, Sassenheim-Holland (Europe)

Cleveland Crafts Co. (Cleco) *Handicraft materials of all types for every program. Immediate service.* Werner Magnus, Cleveland, Chicago, New York, Nashville, Los Angeles.

Eastman Kodak Company (see listing under Prizes, Trophies, Gifts)

Jackson & Perkins Co. (19) John H. Slagle, Newark, N. Y.

Jewel Creations. *Do-it-yourself costume jewelry kits for industrial recreation programs. Successful from teen-age groups to golden age clubs.* Alex. Samuels, 11 W. 30th St., New York 1, N. Y., CH 4-0756

Minnesota Mining and Manufacturing Co. (see listing under Miscellaneous)

S & S Arts & Crafts. (66) *Inexpensive projects for arts and crafts programs. We specialize in materials for group activities. Free brochure.* Hy Schwartz, Colchester, Conn., LE 7-2325

Tandy Leather Co. Mary Frank, Box 791, Fort Worth, Texas

The United States Playing Card Company. *Manufacturers of CONGRESS, BICYCLE and other high grade playing cards.* Cincinnati 12, O., REdwood 1-0220

Music & Entertainment

Jerome H. Cargill Producing Organization, J. H. Cargill, 140 Fifth Ave., New York 11, N. Y., OR 5-2810

Music Theatre Incorporated. *Leasing agent for Broadway's best musical comedies. Consultant-producer of employee productions of these Broadway hits.* Peter Kelley, 119 W. 57th St., New York 19, N. Y., CI 7-6538

Jack Reed Orchestras & Shows. *Representing top national name bands and acts of entertainment.* 15769 James Couzens, Detroit 38, Mich., UNiversity 1-8337

Saxony Clothes. (53) *Blazers, formal wear and uniforms for glee clubs, athletic activities, conventions, awards. Manufacturer sells direct at wholesale prices.* Michael Saxon, 230 Canal St., New York 13, N. Y., WO 2-6290

Wenger Music Equipment Co. *Manufacturers of the Wenger Bandwagon (outdoor band shell-portable), indoor shells, portable stages, risers, music stands and other music equipment.* Harry Wenger, 118 W. Rose St., Owatonna, Minn., Phone: 2361

Recreation Services, Organizations

Amateur Softball Association of America. *Official softball rulebook and guide; Balls & Strikes, official softball newspaper; softball rules in picture.* B. E. Martin, Exec. Secy., 11 Hill St., Suite 201, Newark 2, N. J., MArket 3-6375

American Bowling Congress; Frank Baker, Exec. Secy-Treas., 1572 E. Capitol Dr., Milwaukee, Wis., WO 2-3520

Association of American Playing Card Manufacturers. *Preparation and distribution of manuals for conducting Bridge, Pinochle, Euchre, Cribbage and other card tournaments for employees.* John B. Powers, Exec. Secy., 420 Lexington Ave., New York 17, N. Y., MUrray Hill 5-2472

The Athletic Institute. (61) *Films and publications for sports and recreation.* Theodore P. Bank, Pres., 805 Merchandise Mart, Chicago 54, Ill. WHitehall 4-2680

Bowling Proprietors Assn. of America; Howard Seehausen, Exec. Dir., Executive Plaza, Park Ridge, Ill., TA 5-5591

Boy Scouts of America; C. M. Tribur, Natl. Dir., Civic Relationships, National Council, Route 1, New Brunswick, N. J. CHarter 9-6000

League of Federal Employee Associations; E. J. Smith, Jr., Chm., Bd. of Directors, P. O. Box 372, Benjamin Franklin Sta., Washington 4, D. C., STerling 3-3100, Ext. 293

National Association of Amusement Parks, Pools & Beaches. *Publicizing to the industrial recreation managers the outstanding opportunities for holding picnics and outings at Amusement Parks, Kiddie Parks, etc.* John S. Bowman, Exec. Secy., 203 N. Wabash Ave., Chicago 1, Ill., RAndolph 6-1528

National Bowling Council. *Materials and programs for the promotion of bowling in industrial plants, factories and industry in general.* Homer Klene, Hq. Off., 3925 W. 103rd St., Chicago, Ill., PRescott 9-3340

The National Golf Foundation, Inc. (59) *Nation's source of planning and organizing information for the development of all types of golf activities and facilities.* Rex McMorris, Exec. V.P., Rm. 804, Merchandise Mart, Chicago 54, Ill., WHitehall 4-3564

National Rifle Association. (24) *Recreational shooting programs—leagues, shoulder-to-shoulder matches, postal matches—with rifle, pistol and shotgun.* J. H. Fauntleroy, Dir., Membership Div., 1600 Rhode Island Ave., N.W., Washington 6, D. C., DIstrict 7-3412

National Sporting Goods Association. (50) G. Marvin Shutt, Exec. Dir., 716 Rush St., Chicago 11, Ill., DElaware 7-3870

Sporting Arms & Ammunition Mfrs. Institute; Jim Dee, Dir., Shooting Development, 250 E. 43rd St., New York 17, N. Y., MUrray Hill 6-1814

Miscellaneous

Background for Business; Millicent Linden, Dir., 520 Fifth Ave., New York 36, N. Y., MU 2-5844

Kathryn Beich Candies, Paul F. Beich Company, Bloomington, Ill.

Encyclopaedia Britannica, Inc., T. C. Elliott, 2111 Woodward Ave., Detroit 1, Mich., WO 2-1587

General Development Corporation. *Builders and developers of Port Charlotte, Florida, and other planned communities, featuring "renew-ment" for retirees, vacationers, and investors.* Dewey V. Cummings, 2828 Coral Way, Miami, Fla., HIghland 4-8371

General Underwriters, Inc., Walter R. Howell, Jr., 730 Buhl Bldg., Detroit 26, Mich., WOodward 3-5240

Hightower Laboratories. *Vitamin food supplements to industrial firms or employee groups who wish to increase income.* Charles C. Hightower, 4029 Beverly Blvd., Los Angeles 4, Calif., NOrmandy 4-1447

Minnesota Mining and Manufacturing Co. *"Scotch" brand tapes, Thermofax machines, Audio and Video tapes, "Sasheen" ribbon, electrical products, abrasives, adhesives, Magnetic tapes, etc.,* 900 Bush Ave., St. Paul, Minn., PRospect 6-8511

Moffett & Klein Corporation; John E. Klein, Pres., 141 E. 44th St., New York 17, N. Y.

The Morgan Sign Machine Co. *Line-O-Scribe sign machines for producing announcement signs, posters and visual aids.,* 4510 N. Ravenswood Ave., Chicago 40, Ill., LOngbeach 1-5926

Organization Counsellors, Inc. *A comprehensive service devised for organizations, associations, clubs, groups offering completely packaged group trips, functions, conventions, fundraising, in the United States or abroad.* 40 Boylston St., Boston, Mass., HAncock 6-4004

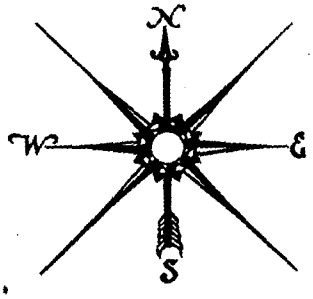
The World Outdoors. *Free motion picture films, color and sound; hunting, fishing, travel, adventure.* Fred M. Carley, Pres., P. O. Box 549, Danbury, Conn., PIoneer 8-2726





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National Industrial Recreation Association

BYLAWS

ARTICLE I—NAME

Section 1—Name: This Corporation shall be known as the National Industrial Recreation Association. It shall be a non-stock, non-profit corporation.

Section 2—Offices: The principal offices of the Association shall be in such locations as may be determined by the Board of Directors from time to time.

Section 3—Insignia: The Association shall have such official insignia as the Board of Directors may determine.

ARTICLE II—PURPOSE

Section 1—Aims and Objectives: The aims and objectives of the Association shall be to further the development of employee recreation as a benefit to the community, to industrial and commercial firms and to their employees; and as a means of improving relations between management and employees and between the employees themselves.

In order to effectuate these purposes, the Association shall serve as a clearing house for the dissemination of information and ideas on employee recreation; shall assist its members in the solution of their specific recreational problems; and shall perform such other services as may be required to bring about better understanding and acceptance of employee recreation.

ARTICLE III—MEMBERSHIP

Section 1—Classification of Membership: Membership in this Association shall be divided into seven (7) classifications, as follows:

Type A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, who are interested in the development and maintenance of employee recreation facilities and programs.

Type B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.

Type C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.

Type D—Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.

Type E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.

Type F—Student memberships shall be available to students majoring or minoring in the field of employee recreation at a college or university where such training is offered, and where a student chapter of the National Industrial Recreation Association has been established.

Type G—Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.

All applications for membership shall be subject to the approval of the Executive Committee.

Section 2—Membership Fees: Annual membership fees in the Association shall become due and payable on acceptance of a membership and thereafter on the first day of the calendar month following the anniversary of the original acceptance of the membership according to the following schedule:

Type A—Company Memberships:	
AA—Companies with less than 500 employees	$ 20.00
A—Companies with 501 to 1,000 employees	35.00
B—Companies with from 1,001 to 5,000 employees	65.00
C—Companies with from 5,001 to 10,000 employees	95.00
D—Companies with over 10,000 employees	125.00
Type B—Individual Memberships	15.00
Type C—Associate Memberships (In addition to this fee, Associate Members may with the approval of the Executive Committee, contribute grants-in-aid to the Association for development of specific projects or phases of employee recreation programs).	250.00
Type D—Affiliate Memberships	100.00
Type E—Honorary Memberships	No fee.
Type F—Student Memberships	2.00
Type G—Industrial Recreation Council Affiliation	15.00

Section 3—Rights and Privileges of Membership: All members of the Association in good standing shall be eligible to all rights and privileges of membership as established by the Bylaws and, from time to time, by the Board of Directors, except that:

(a) Company members shall have the sole right to vote on affairs of the Association through their duly designated and accredited representatives at the rate of one vote per membership.

(b) Duly authorized officers or executives representing Company members shall have the sole right to hold an elective office or directorship of the Association. This right shall automatically terminate 60 days after an officer or director ceases to be in the employ of the company he represents, unless within 60 days he again becomes the representative of a Company member.

(c) Non-voting branch and/or division firms are not eligible to vote or hold office.

(d) Not more than two members of the Board of Directors shall be from the same member company or its subsidiaries.

(e) If the designated company representative is unable to attend the annual meeting, it is the member company's duty to notify the executive secretary *in writing* 24 hours prior to the annual meeting, and the individual voting in his stead must be *employed* by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any member failing to pay annual dues within ninety (90) days after due date shall be considered delinquent and dropped from membership in the Association. Memberships terminated by reason of delinquency may be restored within the ensuing year upon payment of one year's dues from the beginning of the delinquent period, upon the approval of the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be President, four (4) Vice-Presidents, a Treasurer, Director of Research and Education and an Executive Secretary.

(a) The President and four Vice-Presidents shall be elected from the Board of Directors by the Members in good standing as hereinafter provided.

(b) The Treasurer shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

(c) The Executive Secretary shall be appointed by the Executive

Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors.

(a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.

(b) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.

(c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.

(d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.

(e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the year of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of sixteen (16) members of the Association in good standing, the Treasurer, the immediate Past-President, and the duly appointed Director of Research and Education.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the Association and its property. It shall have the power to perform such other functions as are generally indicated by its name and do all lawful acts and things as are not, by these Bylaws, directed to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reason whatsoever, a Directorship of the Association becomes vacant, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists and submit such nominations to the Board of Directors for referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the qualified votes cast within a period specified in the notice of such vote.

Section 4—Term of Office: The elective directors of the Association shall serve for a period of two years or until their successors are duly qualified and elected, eight directors (one from each of the following eight geographic regions) to be elected at each annual meeting.

Section 5—Eight Geographic Regions: For voting purposes the eight geographic regions of the United States, Canada, Saudi Arabia and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Maryland, Delaware, Ohio, Kentucky, Virginia, West Virginia and District of Columbia.

Region Three (Midwest): The States of Michigan, Indiana and Illinois.

Region Four (South): The States of Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyoming, Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, Utah, Arizona, Colorado, New Mexico and Hawaii.

Region Eight (Dominion of Canada): The Provinces of Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Newfoundland and Saskatchewan.

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the annual meeting of the Association shall be determined by the Board of Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of the membership may be called by the President with the approval of the Board of Directors, by the Board of Directors, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the members in good standing.

Section 3—Directors' Meetings: The Board of Directors shall meet on dates to be determined by it, upon call of the President, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the Association or its Board of Directors must be issued by the Executive Secretary not later than thirty (30) days in advance thereof. If such be a special meeting, said notice must be accompanied by a statement of the purpose of such meeting and no other business shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regular or special meeting of the Association shall be twenty (20) per cent of the members in good standing. A quorum for any regular or special meeting of the Board of Directors shall be a majority of the qualified Directors. A simple majority of the accredited votes cast at any regular or special meeting of the membership or Board of Directors shall be necessary for the approval of any questions except as otherwise provided in these Bylaws.

ARTICLE VII—COMMITTEES

Section 1—Executive Committee: There shall be an Executive Committee composed of the President, the Vice-Presidents, the Treasurer, the immediate Past-President and the Executive Secretary, the latter ex-officio. The Executive Committee shall meet on dates to be determined by it, upon the call of the President or by a majority of its number. During intervals between meetings of the Board of Directors the Executive Committee shall advise with and aid the individual officers of the Association and shall generally perform such duties and exercise such powers as may be delegated by the Board of Directors. A quorum for any meeting of the Executive Committee shall be a majority of that committee.

Section 2—Advisory Committee: The President shall appoint an advisory committee of not less than three individuals from the past-presidents who shall be available for such duties as he may assign.

Section 3—Nominating Committee: The President shall appoint the Chairman of the Nominating Committee not less than ninety (90) days preceeding the annual meeting of the Association. The chairman shall choose his own committee, of not less than five (5) members, from among the members in good standing giving due consideration to the geographical distribution of the membership. The committee should also represent a true cross-section of the membership as far as is possible. The Nominating Committee shall solicit suggestions from the membership and present a suggested slate of officers to be voted upon at the annual meeting. (This is done by the most recently elected regional director who polls his region and reports the results to the chairman.)

Section 4—Resolutions Committee: A Resolutions Committee shall be appointed by the President at such time and in such manner as he may determine except that the Chairman shall be named with the approval of the Executive Committee.

Section 5—Other Committees: The President shall have the power to appoint such other special or standing committees as may be deemed necessary to the best interests of the Association except as may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

Section 1—Recommendations: Sixty (60) days prior to the annual meeting the Executive Secretary shall issue, to all members in good standing, announcement of the appointment of the Chairman of the Nominating Committee, and invite written recommendations for all elective offices and directorships of the Association which shall become vacant at the forthcoming annual meeting. Such written recommendations, to be considered by the Nominating Committee, must be received in the Executive Offices of the Association not later than ten (10) days prior to the annual meeting.

Section 2—Number of Nominees: The Nominating Committee shall nominate not less than one candidate for each elective office and directorship of the Association. Immediately following the report of the Nominating Committee, in the order specified herein, additional nominations for the Board may be made from the floor by voting members located in the same region as the person they nominate. All present elected Board members and incoming directors, except the president, are eligible to run for the presidency. No person shall be nominated for any office or directorship without that person's consent.

Section 3—Order of Nomination and Election: The order of nomination and election shall be as follows:

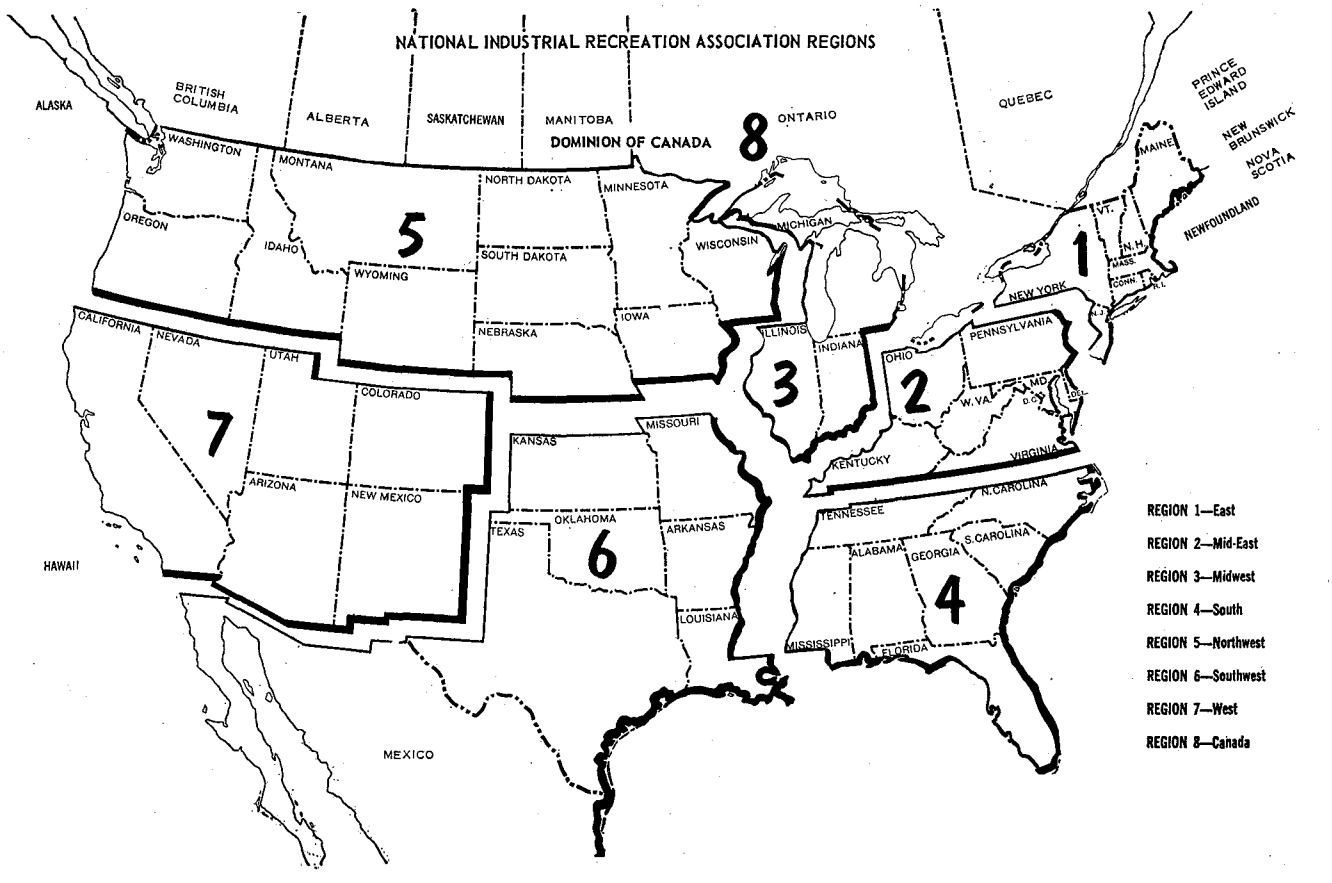
(a) Eight (8) Directors
(b) President
(c) Four (4) Vice-Presidents

Section 4—Voting: Voting shall be by written ballot except where the number of candidates does not exceed the number of vacancies. The candidate receiving the highest number of votes for the office of President shall be declared elected. The candidate for Director in each of the Eight Regions receiving the highest number of votes shall be declared elected. If the number of candidates for Vice-Presidents exceeds four (4), then the four receiving the highest number of votes shall be declared elected.

ARTICLE IX—AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may be amended at any meeting of the Association upon the affirmative vote of two-thirds of the accredited members present and entitled to vote provided that a copy of the proposed amendment for consideration at such meeting shall have been mailed, together with notice of the time and place of said meeting, to every member in good standing not less than twenty-one (21) days prior thereto.

Section 2—Amendments by Referendum: These Bylaws may also be amended by referendum upon the affirmative vote of two-thirds of the members voting, provided that the form, content and dates of such referendum shall have been approved by a two-thirds majority of the Board of Directors, and provided that a copy of the proposed amendment shall have been mailed to each member in good standing not less than twenty-one (21) days prior to the deadline for such vote.



19th Annual Conference Proceedings

On the next 30 pages, R/M presents the official Proceedings of the 19th annual NIRA Conference and Exhibit. This exclusive compilation of the most up-to-date information on industrial recreation represents the combined thinking of 400 leading industrial recreation directors who participated on the conference program. As a major contribution to the literature in this field, these Proceedings make a valuable addition to your professional library.

PANEL I

Recreation Programs for Companies With Less than 2,000 Employees

CHAIRMAN: C. W. Hudson, Personnel Services IBM Corporation, Rochester, Minn.

Year-Round Program

C. G. MANORE, Services Supervisor, Ethyl Corp. of Canada, Ltd., Corunna, Ontario, Canada

We qualify easily as a member of this group of companies having fewer than 2,000 employees: we have about 80. This may not seem like much raw material for an organized recreation program, but in fact we have a year-round program that is distinguished, we think, both for quality and quantity. Of our 80 employees, about 75 are members of the Recreation Club. I think that this is the best evidence of the popularity and success of our program. There are four reasons for this happy state:

1. We have able, energetic, and enthusiastic leaders.
2. We are well financed. Our membership dues are high, and we have a generous Company subsidy. Because we have a good income, we are able to run most of our activities on a "free" basis. Having paid his dues, a member and his family take part in most activities without further expense.
3. We have available in our community good physical facilities for both inside and outside activities.
4. Our community is fairly compact—about 60,000 people.

On these factors, and having in mind the kind of people we have for members, we have built a program which we hope has something of interest to everyone, and which offers several kinds of activity.

Our members as a group are relatively young—nearly all between 25 and 40. Nearly all are married: most have young children, and all live in the community or within each driving distance of it.

Here is our program:

1. **For the family:** Picnic, Christmas party for the children, Skating parties.
2. **For all adults:** One dinner dance, and one dance.
3. **For the men:** Stag parties, Sports—hockey, softball, and shooting.
4. **For the women:** Dinners for the women employees and their husbands
5. **For special interests:** Swimming party (winter); Card parties; Badminton, bowling, golf; newspaper

These activities we have because all have considerable appeal. We do not have activities of limited appeal which require regular meetings such as a stamp club, or car club, or handicrafts. Half of our members are shift workers and for limited appeal activities, we are unable to muster enough members for meetings.

Three points about scheduling events:

1. We have found it desirable to schedule our activities, publish the dates, and expect a good crowd. We do not spend much much time asking people if they will attend. We know from experience about what number to expect.
2. We try to accommodate all shifts in turn for major events.
3. We have our heaviest program in the Fall, Winter, and Spring.

One activity I want to mention especially is our newspaper. I mention the paper for two reasons. One—it is a popular feature—it has a readership of 200% (the members take their copies

home to their wives). Two—many people experienced in these things think that a paper like ours is an almost impossible accomplishment.

We put out eight or nine issues a year from September to June. It is written, illustrated, typed, and assembled by our members. It is a "ditto'ed" paper and runs from 10 to 18 pages each issue. It contains shift and group gossip, reports of past activities, plans for future activities, humor, and any other bits of information that the reporters think worthwhile.

The paper makes two significant contributions to our group. One—it gives our members an opportunity to express themselves in print. Two—it keeps everyone well informed of our club activities.

Noon Hour Program

MARY J. BEST, Recreation Director, Distillation Products Industries, Eastman Kodak Co., Rochester, N. Y.

Distillation Products Industries is classified as a chemical industry and employs approximately 350 people—of this number 78% are men. We are relatively a "young" organization having been formed in 1939. The average age of our employee is 38.2.

D.P.I.'s recreation program is very diversified, which enhances its appeal to all age groups and all types of people.

To give you a brief picture of our over-all recreation program, I shall break down the activities into 2 categories—Sports Activities and Social events.

Our sports activities consist of:

- Archery
- Bowling—men's league, women's league, mixed tournaments, etc.
- Golf—men's league, mixed tournaments, invitation tournament
- Horseshoes
- Softball
- Table tennis
- Tennis
- Volleyball
- Hole-in-one tournament

Social events we sponsor include:

- Bowling banquet
- Kiddie cartoon show
- Christmas party (adults)
- Halloween hoedown
- Family picnic
- Sports banquet
- Euchre tournaments
- Bridge

We also have what I refer to as Community Projects. These include a doll dressing contest and exhibit and a Christmas toy collection.

Many of the aforementioned activities are an integral part of our noon hour recreation program.

As in most plants, D.P.I.'s lunch hours are staggered—salaried personnel usually have a 45 minute lunch, some hourly and most production people are limited to ½ hour. The lunch period starts at 11:30 a.m. and ends at 1:30 p.m.

To clearly define the noon hour recreation program, may I digress for a moment and clairify our plant's physical set up. D.P.I. operations are located in two main buildings; the Ridge building houses administration and research personnel; the Mt. Read plant encompasses all production and administrative personnel related to production.

Noon hour recreation at our Ridge building consists of table tennis set up in the recreation room, tables for pinochle, euchre and duplicate bridge set up in the recreation office, and in addition, there is a lending library and a rack of 14 popular magazines located in the recreation office for noon hour browsing and reading.

At the Mt. Read plant, Vita Vac, our employee activities club, has some outdoor facilities in addition to table tennis, card playing, and of course, the 14 popular magazines for noon hour browsing and reading. The Mt. Read outdoor type of person may enjoy an archery range, two horseshoe courts and a volley ball court.

During the year Vita Vac may add a few "specials" to the regular noon hour program. For instance, the Hole-In-One tournament, which is operated on a ballfield adjacent to the Ridge building from 11:30 a.m. to 1:30 p.m. For Mt. Read production people and trick workers, we specifically schedule certain hours, so they too, may have the opportunity to participate. These hours are from 3-5 p.m.

Another "special:" if we hear of or are advised of some outstanding 16 mm film, we shall set up a film showing at both locations. For occasions such as the Christmas holidays, Vita Vac may also arrange for special movie showings at both locations, during lunch hours.

Although D.P.I. is a small plant, we have been very fortunate in securing some excellent facilities—such as the recreation room, recreation office, archery range, horseshoe courts, and a volley ball court.

Bowling

HOWARD HONAKER, Recreation Director, Faultless Rubber Co., Ashland, Ohio

Webster's Dictionary defines bowling as a game played by rolling balls so as to knock down wooden pins that are set up at the far end of an alley.

But, at the Faultless Rubber Company, the word bowling means far more than Webster's definition.

For 188 of the Faultless Rubber Company's 540 employees either bowl in our own sponsored bowling leagues or on a Faultless sponsored team at the city bowling lanes. It is actually hard to believe, but over 34% of the employees at Faultless are participating in the Faultless bowling program.

We run our employee bowling leagues at our own recreation building which has four bowling lanes in it. We have league bowling going on every night of the week and Saturday afternoons.

We have a men's league, a women's league, and a mixed doubles league running at our own lanes and also sponsor six teams in various city leagues at the city lanes. Each league has its own officers and I, as Recreation Director, oversee the program.

Each bowler pays $1. per night for bowling and 60¢ of this money goes into the Faultless Athletic Association as a bowling fee and the other 40¢ goes into the league prize fund. At the end of the league season, the Faultless Athletic Association will donate half as much money that is in the prize fund to the prize fund so that the bowlers actually get 1½ times the prize money back that they put in. The Athletic Association also donates trophies to members of the winning teams of each league.

Our bowling leagues are sanctioned by the American Bowling Congress and the bowlers are eligible for all awards that the American Bowling Congress gives for high scores.

We also run tournaments at the end of the league season to determine our individual factory champions. Tournaments are conducted in both men and women's singles, men and women's doubles, and mixed doubles. We have excellent participation in these tournaments and we feel that running these tournaments is a fine way to conclude our bowling season.

How do we get so many employees to participate in our bowling program? Actually the answer to this question is quite simple. We here at Faultless believe that bowling relaxes employees after a hard day's work in the factory

and are very enthused about our program ourselves. When you are enthusiastic about something, it is not hard to instill this enthusiasm into others.

We start publicizing when our leagues will start on our sports bulletin boards about a month before the leagues get underway. This publicity gets the employees thinking about bowling, and they begin forming teams for the coming season. Each department usually forms a team and enters the league. Employees who have not been asked to join a team can leave their names with me, and I will either place them on a team or form another team to enter a league. Our leagues are all run on a handicap basis so all teams will have a chance to win.

At the end of the bowling season, I turn out a bowling booklet which is given to each bowler so he or she will have a complete recap of the past season.

At the Faultless Rubber Company we can truthfully say the Faultless bowling program is growing as Faultless grows.

All-Company Dinner

EDITH CAMPBELL, Activities Supervisor, State Farm Insurance Companies, Bloomington, Ill.

The State Farm Insurance Companies is a multiple line company; its mutual auto company being the world's largest insurer of automobiles. The Company has 16 regional offices located throughout the United States and Canada, plus the home office located in Bloomington, Illinois. Each of these offices have their own employee activities association.

The activities association about which I will speak is composed of 1,700 employees from the Home Office, Midwest Office, which is one of the 16 regional offices, Warehouse and Illinois State Agency all located in Bloomington, Illinois. In order to service these employees the company has a staff of three people with two offices, one located at the Midwest Office, the other at the Home Office. The Company maintains a 33 acre year around park for their employees which is staffed by 40 people during summer.

In 1959 our Activities Association sponsored 83 different events, other than noonhour activities, which varied from one night to those held 52 nights during the year. Participation for these events totalled 14,608 people, giving an average of 176 people per event plus committee members. At the Midwest Office full length movies are shown in serial form during the lunch hour once a month and average a daily attendance of approximately 600 people.

One of the largest events sponsored is the smorgasbord prepared and served by our employees. It is held on a Sunday in early spring and has an attendance of between 1,000-1,200 employees and their family members.

To sponsor an event such as this, a large and efficient committee is needed, the members usually numbering between 85-100 with the majority of these people on the committees which prepare and serve the food. A place with a large seating capacity is also needed and for this reason is held at our Midwest Office where the lunchroom has a normal seating capacity of 240 people but for specials occasions can be made to accommodate many more.

The ticket and publicity committees have little advertising and selling to do, as everyone looks forward to this event and clamor for tickets.

The food committee chooses the menu and then orders and helps prepare the food. This year the menu consisted of 6 hot meats, 2 hot vegetables, 2 hot potatoes and potato salad, 7 salads, 11 assorted desserts, hors d'oeuvres, rolls, coffee and milk.

Our Park clubhouse is used for preparing the food. On Friday night the committee starts by arranging assembly lines with tables, stoves, and etc. for the food preparation that begins at 8:00 Saturday morning.

After breakfast is served to the committee, the fun really begins as everyone starts cleaning vegetables, peeling and deviling eggs, breading meat, making meatballs, sauces, salads, or whatever needs to be done. It takes about 35-40 people to prepare all the food needed. After the food is ready for the big day on Sunday, the transportation committee takes it to a cold storage at one of our grocers.

After a good night's sleep the food committee starts working at 7:00 a.m. Sunday at the Midwest Office in order to have everything ready for the first serving at noon. Prior to Sunday, a committee constructs a 24′ x 24′ cook shack outside the receiving room, sets tables for the food lines in the dead storage area and one of the main corridors, sets ice tables and rearranges some of the furniture in the mailroom which is used for the salad and hors d'oeuvres, a section of the boiler room is converted into an area for making coffee and the maintanence room is the headquarters for the rolls, butter and dishwashing crews. As you can see our committees overcome any obstacles in their way.

The lunchroom is rearranged so tables and ice cream and milk coolers can be handy. As noon draws near, the servers, bus boys, cooks, mother's little helpers, dishwashers, don clean white aprons and hats and get set for the grand rush. On the stroke of 12, the ticket takers start the people thru who are waiting in line and by 1:00 p.m. 425 people are well fed and complimenting the committees for a job well done. These committee members aren't through for the day yet, but begin again for repeat performances at 2 and 4.

By the time the last person is fed, the committee has prepared and served 1,200 pieces of chicken, 20 gallons of bar-be-cued pork, 188 lbs. of shrimp, 360 lbs. of roast beef, 88 lbs. of meatballs, 135 lbs. of baked ham, 225 lbs. french fried potatoes, 200 lbs. whipped potatoes, 179 lbs. of potato salad, 60 lbs. frozen corn, 60 lbs. of peas and carrots, 392 lbs. of salads such as carrot and pineapple, fruit jello, waldorf, bing cherry, kidney bean and green bean salad, 40 lbs. butter, 45 lbs. cottage cheese, 1,400 bread rolls, 1,300 pieces of pastry such as cupcakes, cake, eclairs, cream puffs, cream horns, brownies, etc.

The committee has also served 900 glasses of milk, 1,000 deviled eggs, 96 bundles of green onions, 144 packages radishes, 108 stalks of celery, 40 packages of carrots, 8 gallons olives, 8 gallons of pickles, 15 lbs. smoky links, 24 cans of crab meat, 23 ½ pints of sour cream, 61 lbs. of bulk cheese, 58 large packages of Ritz crackers, tidbits and bacon thins, and around 2,000 cups of coffee. After the last person is fed, the clean-up committee takes over and puts the office in order for work on Monday morning.

These committee members work hard and are happy as larks when fellow workers compliment them on the wonderful food and efficient serving.

It is really a wonderful sight to see these people working so hard and yet having so much fun at the same time.

During the year our Activities association will sponsor several other types of dinners such as, chicken, shrimp, spaghetti, chili, turkey, pancakes and sausages, prepared and served by our employees.

These dinners are lots of fun—Why don't you have one.

PANEL II

Better Bowling for Industry

CO-CHAIRMEN: Walter Dowswell, Recreation Director
Motorola, Inc., Chicago, Ill.

J. J. Minella, Executive Secretary
Kodak Park Athletic Assn., Eastman Kodak Co., Rochester, N. Y.

Proprietors' Viewpoint

JOSEPH F. PAULUS, President, Bowling Proprietors' Association of America, Inc., Detroit, Mich.

As President of the Bowling Proprietors' Association of America, BPAA for short, I am representing some 5,000 member-establishments, with more than 75,000 lanes in their combined operations. These facilities comprise about 85% of all the commercial lanes that cater to the bowling public today.

It is also worth noting that our membership includes establishments throughout the United States (47 of the 50 states), its territories and possessions, Canada and Mexico, and the day may not be far distant when the scope of BPAA membership becomes world-wide.

In addition, we have members and affiliated associations not only in the game of tenpins but also in the so-called "small ball" games of duckpins, candlepins and five-pins. All of which is by way of saying that BPAA is truly representative of proprietor-interests throughout the bowling industry.

Industrial bowling programs are a tremendously important part in the day-to-day operation of our member-establishments in many parts of the country. So much so that the National Bowling Council, of which BPAA is an active member, has developed a complete set of promotional guides for the formation of company bowling leagues which the brochure describes as "tops for industrial recreation".

According to figures developed by the American Bowling Congress close to 15% of all ABC sanctioned leagues are in the "industrial" or "business" classification. Applying this percentage to the total membership of the bowler organizations, ABC and WIBC, we find that over 500,000 men and more than 150,000 women are participating in industrial leagues today. In addition, there must be upwards to 7,500 youngsters in company-sponsored junior programs.

But apparently the industrial bowling picture is not entirely a bright and rosy one. About a year ago your Association published the results of a national bowling survey in RECREATION MANAGEMENT, the official publication of NIRA. We considered these findings so significant that we reprinted the study verbatim in our magazine, *The Bowling Proprietor*.

Among other things, we were impressed with the statistic that bowling programs are conducted in almost 95% of business and industrial firms; and we were highly gratified with the unqualified endorsement of bowling programs by company recreation directors.

"By far the majority of recreation directors rated bowling as their most successful sports program," said the writer of the article. "Many used glowing terms to describe its value in building good employee relations."

Then came the bad news of the survey findings.

"However, the answers to the question, 'How can industrial bowling be improved?' were surprisingly strong and even resentful . . . .

"Specifically they deal with lack of good facilities in some areas, policies on length of season and fees, uncooperative attitudes of some bowling proprietors . . .".

The report goes on to say, "There is an obvious need for more cooperation and understanding between industry and bowling proprietors. Many companies want a shorter season. The proprietor must have a fairly long season to stay in business".

Of the total response to the NIRA survey, 38% of the recreation directors made a strong point of asking for more and better facilities. This is a surprisingly high figure, especially at a time when we in the bowling industry are wrestling with the problem of *overbuilding, indiscriminate location of new establishments and market saturation.*

According to BPAA studies, there are at least 30 major cities in the United States today where overbuilding has reached the critical point of saturation. There are at least 70 other markets in which the headlong rush of new construction is threatening the stability of the industry. We define "saturation" as the point at which the ratio of population per lane falls sharply below the 1,000 mark set by the manufacturers and suppliers.

Thus, if there actually is a problem of need for more facilities to accommodate industrial leagues, our "friends" the manufacturers are rapidly solving it for all of us! Of course, the end result may be a case of the operation succeeding but the patient dying because many a bowling proprietor is going to be out of business by the time overall supply and demand are in balance again!

As your NIRA study pointed out however, the whole problem is probably a localized one in certain areas of the country where additional facilities may be needed. Elsewhere it could result from the inability of some company leagues to secure ideal bowling times. This is a polite way of saying that everybody wants on the 7 o'clock shift!

Another 24% of your respondents asked for shorter seasons while 13% more said bowling fees were too high and should be reduced. In other words, more than one-third of your members apparently feel that the average bowling proprietor has a great thing going and that he can and should shorten his league season, lower his bowling fees, or both.

Here are the facts on length of season and bowling fees as developed from an industry-wide analysis of operating ratios in the bowling business by the management and accounting firm of Ernst & Ernst. According to this study, the average length of league season throughout the country is 33 weeks; the average charge per game for bowling is 45¢; the average operating profit before taxes is 4.4% and the

net after taxes is 2.5%.

These somber operating figures hardly suggest an ability on the proprietor's part to reduce either length of season or bowling fees without jeopardizing his entire operation. The costs of operating a bowling establishment are in the same upward spiral as those of any other business up and down Main Street, U.S.A.

Our pinsetting costs alone rose an average of 15% between 1956 and 1958. Perhaps we have not done a good enough job of telling our story to the bowling public. Perhaps we should make copies of our Ernst & Ernst Report available to your members as an antidote to the "big profit" propaganda the manufacturers are putting out to keep the bowling boom booming.

This is not to say that some adjustments canont be worked out, especially on the length of season. Many of our members and affiliated associations are actively at work to promote organized league competition as a year-round activity.

I think you will find many of them open-minded to the possibility of a split-season, that is shorter winter leagues and longer summer sessions, as suggested by your NIRA study last year. Frankly, however, to make a go of the split-season idea from the proprietors' standpoint your member-companies must come up with substantially more than the 16%, 12-week participation in summer bowling programs, reported in your survey. Today, thanks to air-conditioning and other comfort-convenience factors, 90% of our BPAA establishments are open around the calendar and already run an average summer-league season of 12 weeks. In other words, if our people are to maintain volume, quality and service on a split-season operation, they must have league commitment of at least 24 weeks each per half season.

I want to reaffirm the awareness of BPAA, our members and affiliated associations everywhere to the importance of industrial bowling in the recreation market. If there are areas of misunderstanding between industry on the one hand and the bowling proprietors on the other, conference discussions such as this should enable us to hammer out at least some of our differences and come up with ideas for compromise that are mutually acceptable to both sides.

The least we can do is to come away with a better understanding of each others problems, and that in itself is an accomplishment of the first magnitude!

ABC Assistance

FRANK K. BAKER, Executive Secretary-Treasurer, American Bowling Congress, Milwaukee, Wis.

All of us at ABC are extremely grateful to you folks for the interest your respective organizations have demonstrated in bowling.

Like your Association, the ABC is a nonprofit, noncommercial organization. Our prerogatives, therefore, involve no jurisdiction over the commercial aspects of the game.

ABC rules and specifications have become standards for the game, and we have developed many services for our memberships over the years. In addition to the more dramatic things like awards for 300, 299 and 298 games, the recognition for the champions in every league and the bonding protection, these services include many behind-the-scene supplies and aids on how to operate leagues and tournaments.

We welcome every opportunity to work with you and are anxious to help you obtain the fullest satisfaction from your bowling programs."

Many industrial bowling problems could be avoided with more advance thought to some of the league rules as follows:

1. **Transfer of players from team to team.** Under ABC Rule 124, closed leagues must have a rule prohibiting or limiting conditions under which players may transfer if they want it. Otherwise, members of league may be used on *any team.*

2. **Provision b of Rule 124** stipulates that an individual may bowl with *only one team* during any week's schedule. (Could bowl with different teams if one match is a postponed event.)

3. **Develop a clear rule** or position on status of men laid off, discharged or no longer employed by firm. Under ABC rules, an individual has an equity interest in a league for its duration unless there is some specific rule providing for his separation and/or ineligibility in case he is no longer with firm. Even with loss of eligibility, such individuals must be given any individual or prorated share of prize money due him or his team at time he leaves team! Payment could be held to end of season. If rules are silent on this point, the man *technically remains eligible* for rest of season.

4. **New rule regarding substitution of players.** It permits leagues to adopt regulations on rotation of players—low man to sit out—straight rotation, etc. Without such rule, captain has supreme authority on men he will use and when to substitute.

5. **Handicaps will not cure everything.** Happier leagues obviously are those where team strengths are fairly comparable. Departmentalized competition frequently a problem when some teams are too strong for everybody else. Recommend handicaps for both teams in a match-especially when high team series and high team game awards are posted. Figuring only the difference in strength and applying handicap to *only low team* is unfair.

Example—Two 800 Average Teams

850		843 actual
800		30
50	60%—30 pins	873
800		843
800		0
0	60%—0 pins (no handicap)	843

Left- and right-handed bowling by same individual—*treated as separate bowlers.*

Because many industrial leagues deposit their funds in credit association accounts, they seem to think there is no need for the ABC bonding procedures to protect league funds.

Unfortunately, that is not the case. For example, there were 36 bond payments in industrial leagues in which losses developed because league officials had not deposited the money as required.

This emphasizes the need for monthly verification by the president as required by ABC to make sure the money is being turned in. Verification means checking on the current balance and then doing some arithmetic to see if the proper amount is there, based on weekly collections, etc.

Junior Bowling

HOMER G. KLENE, Executive Vice President & Treasurer, American Junior Bowling Congress, Chicago, Ill.

There were two major changes in the operating structure of the National Bowling Council which took place in the past twelve months. These two changes came about because of the tremendous growth of the American Junior Bowling Congress and the need for a full-time executive officer to supervise, administer, and direct the activities of both the NBC and AJBC.

The headquarters office of the NBC

was moved from Washington, D. C., to Chicago, Ill., where it could be in the same building with the AJBC.

My employment last February 8, 1960, as the first full-time chief executive officer for the NBC and the AJBC should permit an acceleration of the activities of the Council and provide the desired supervision of the AJBC operation.

The third and last thought regarding the NBC concerns our interest in the field of Industrial Bowling. As in previous years, this spring we mailed out Industrial Bowling materials to some 3,300 industrial plants in the nation. This marks the 13th consecutive year for this activity. Sample kits of this material are also sent to every bowling establishment.

The Bowling Industry considers this an important program since all other recreational interests are doing everything possible to obtain the plant employee recreation dollar. To attract and hold our fair share of this business, we must continue to sell bowling as the number one Industrial Recreation activity.

The American Junior Bowling Congress is the principal activity carried on by the NBC. While a large part of the funds which are used to operate it come from the boys and girls who participate in its sanctioned leagues, some $50,000 every year is contributed by the seven members who make up the Council. This subsidy arrangement has been in effect since 1946, the year in which the Council undertook the sponsorship of the Junior bowling program.

In point of size and growth, the AJBC has progressed from a membership of 200 in 1936 to one of 320,000 today. Its greatest growth occurred in the past four years when it added approximately 65% of its present membership. During these same years, the AJBC experienced yearly increases in its membership of between 30 and 40% over each preceeding year.

In addition to the funds contributed by the NBC, the AJBC program is financed by the income it receives from sanction fees and tournament entry fees. Sanction fees amount to 50¢ per individual. Entry fees for our National Mail-O-graphic Tournament are $5. for each Senior and Junior division team and $3. for each Bantam division team. Boys and girls 18 years of age or under may become a member of the AJBC and participate in its program. At present, there are three age divisions, Senior, 16 through 18 years; Junior, 13 through 15 years; and, Bantam, 12 years and under.

In league bowling, age groups may be intermixed, but in AJBC tournament bowling, teams, are required to bowl in their respective age divisions.

With this general background information out of the way, let us take a look at the AJBC program, and consider how it could become an activity of an Industrial Bowling Group.

While the AJBC program seeks to attract, interest, and train the youth of our Nation in the game of bowling, its benefits extend far beyond this basic aim.

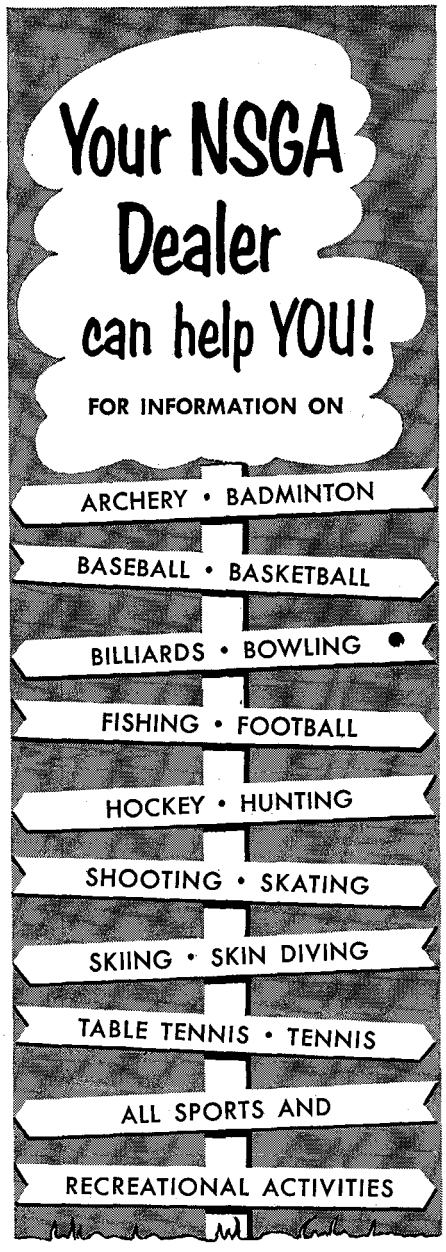
Milton Raymer saw in bowling a sport that offered competitive participation to the mediocre boy who could not make the grade in the major sports. The boys soon found that the wide gap in the physical capabilities between participants in other sports narrowed when pitted against each other in bowling. The game offered a chance for recognition not available to them in other sports and then the game was to them "FUN" spelled in capital letters.

Add to this the fact that it is an excellent medium for teaching good sportsmanship, responsibility to others, and leadership and you have pretty well summed up what the American Junior Bowling Congress seeks to accomplish with our youth.

In addition to furnishing membership cards to every member, each sanctioned league receives a sanction certificate. A league, to qualify for sanctioning, must have a minimum of 12 members and may be composed of all boys, all girls, or a combination of both. Teams may be composed of as few as two or as many as five members.

Printed league forms necessary for the operation of a successful league are made available to all sanctioned leagues. We encourage our junior bowler to learn, through the help in the Secretary's Handbook, to become capable league officers.

A monthly magazine called *Prep Pin Patter* is published each year beginning in November and ending in April. It has a circulation of some 65,000 copies and carries the kind of bowling news boys and girls are interested in reading. Copies are provided each coach and team captain. The results of our "Stars of the Lanes" program for the previous month's competition are published in "Prep Pin Patter." Emblems are awarded each month to those who qualify by having



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their high game, high series, or set listed in the "Stars of the Lanes."

We have an elaborate awards program through which leagues may receive emblems free or may purchase trophies and emblems at greatly reduced prices. In addition, we have an Achievement Award, a Most Improved Bowler Award, and a Last Place Champion Award Certificate. With the exception of the trophies which are sold at reduced prices, all of the foregoing services mentioned are free to sanctioned leagues and members.

We conduct two tournaments each year. The first is our Christmas tournament. It is bowled locally with the winning scores in each local tournament being mailed to our AJBC offices for comparison on a nationwide basis. It covers singles, doubles, and mixed doubles competition. Over 87,000 junior bowlers participated in this tournament last year.

The other is our National Mail-O-graphic tournament. This is also a handicap tournament with teams entered in each of the three "age" divisions and bowling in Ten Pins, Duck Pins, Rubber Band Duck Pins, and Candle Pins. The time for this affair is usually the first Saturday in April.

The winning boys' and girls' teams in all divisions in Ten Pin and Duck Pins receive an all-expenses-paid party or banquet in their home city as guests of the AJBC. Over 4,000 teams and individual trophies are awarded annually. This year a total of 12,830 teams were entered in the tournament.

In the planning state at this time, for unveiling in 1961, is a National Junior All-Star Tournament. This would take place in July and would be for Senior boys and girls from each of the fifty states in competition with each other. These State Champions would have been previously selected through an elimination procedure involving Regional and State Tournaments. The first, second, and third place winners would receive scholarships.

Industrial organizations like the Danly Machine Co., the Eastman Kodak Co., the Endicott Johnson Shoe Co., and the Wierton Steel Co., have found that employee loyalty exists in direct proportion to the degree in which the members of the family of each employee participate in company sponsored activities. That is why the companies have found it to their direct interest to sponsor junior bowling leagues formed for participation by the children of their employees.

Company Program

HENRY DETZ, President, Ford Employees Bowlers Assn., Ford Motor Co., Dearborn, Mich.

In looking over the roll Industry plays in bowling and how we can better this, one must consider the types of leagues and tournaments which are held each year by the various companies.

The type of leagues which can be found in Industry consist of four or five man teams either women's or men's leagues, also mixed leagues. The type of bowling tournaments can consist of team event, doubles event or singles event. They can be held together or separately. Another type is a mixed doubles event also a champion of champions.

The success of these activities can be assured by the cooperation of both labor and management in Industry. The question then arises as to how this can be accomplished. The answer to this is by both labor and management assisting each other in the formation of bowling leagues or tournaments. The company in its recreational program can see to it that the information is relayed to its employees. This can be done either by direct mail, company newspapers or notices on bulletin boards.

As an example, I will try to explain the set-up we have at the Ford Motor Company.

The number of leagues will depend upon the amount of employees that are interested in participating in the bowling activity. In our company in the Metropolitan Detroit area, we have approximately 100 leagues consisting of either men, women or both.

In our recreational program, we have established an Employee's Bowling Association consisting of the various leagues. Our purpose is to establish a program of various bowling activities as follows:

1. **To assist** the bowling leagues in solving their problems, such as league rules and helping get bowlers.
2. **To take** under advisement and study any suggestions we receive from either management of employees. If these suggestions are applicable, we then incorporate them in our program.
3. **To conduct** various types of bowling tournaments for our employees. We hold a male team, doubles and singles events, a telegraphic tournament, a champion of champions and a mixed doubles tournament.

We did not have much success in operating a women's tournament due to poor attendance. The mixed doubles event was then tried out and has been a success from the start. We have increased the number of women employees bowling as well as men. The success of this tournament is evident by its constant increase of bowlers participating each year.

Our other tournaments have also been successful. Besides our own tournaments we also have sponsored and are sending teams to the Annual National Industrial Recreation Association and Industrial Recreation Association of Detroit bowling tournaments.

The success of this bowling program has been made possible by the desire of all concerned to do all that we can by improving our leagues and tournaments. We also use all the facilities available to relay the information to our employees.

The types of leagues or tournaments that have been mentioned can be established in almost any company. The size will depend upon the amount of employees who want to participate in the bowling program.

The question will arise that our company would like to have a bowling league but does not have enough bowlers for more than one or two teams, what can we do now. The answer to that is to get together with other companies in a similar situation and form an Industrial League.

The part we can play in Better Bowling For Industry is to continue improving our league and tournament set up. This can be done by comparing various bowling programs of different companies and selecting the good points in each program and incorporating them into your own program. We can help establish uniform rules that will bring in the majority of the bowlers. We can also get advice and help from the American Bowling Congress, Women's International Bowling Congress and from the Bowling Proprietors.

Bowling is a recreational activity in which young and old alike can participate. This is a sport where we can learn team play which is a vital part in our everyday life. Bowling together also brings labor and management closer to one another.

In conclusion I have noted the constant improvement in bowling in Industry. This is evident by the increase in the number of leagues and tournaments in Industry each year. If we continue having the cooperation of everyone and are willing to accept new ideas, there can be only success in our bowling program.

PANEL III

Team and Program Insurance

CHAIRMAN: Charles Bloedorn, Director of Recreation
Goodyear Tire & Rubber Co., Akron, Ohio

Casualty and Property Coverage

ROBERT ANDERSON, CPCU, Manager Underwriters Dept., General Underwriters, Inc., Detroit, Mich.

Because of the difference in size of the organizations you represent as well as the variations in type of activities that are sponsored by or run directly by your recreation facilities, your insurance problems can be extremely varied. In view of these differences, I think perhaps a general outline of property and casualty insurance coverages with comments regarding their limitations as respects your programming would be appropriate.

For those of you responsible for obtaining insurance protection, I believe it fundamental that you first analyze the various exposures to losses you may have and put the most stress on those areas where you have the potentially large financial or catastrophe type loss exposure.

Public liability insurance should be #1 on your insurance protection check list. You should determine that the liability insurance carried by the sponsoring or separate corporation and/or club as the case may be, is not only adequate as respects limits of liability but also broad enough in the scope of protection so as not to exclude any of the activities in which you are directly interested.

This liability protection should be on a broader comprehensive form of contract, that provides the best automatic features as respects to change of operations and exposures of the insured. Undoubtedly the liability insurance carried by particularly the larger concerns are sufficiently broad to cover normal recreational activities sponsored by them such as baseball, bowling, handball and other organized recreational teams.

You may get involved in more potential type of exposure as respects to bodily injury to the public or damage to the property of others as a result of being responsible for special outings such as company picnics, excursions or special shows. The operation of a bowling league within your company certainly does not create the same potential hazards as the operation of large social functions or shows such as the Kohler Circus, mentioned in your RECREATION MANAGEMENT, where you have invited so many persons that could be exposed to the same catastrophe.

When you are sponsoring any form of activity where you are using outside independent contractors to put on a show or to perform a service, usually the best possible approach is to have all possible responsible parties insured under the same insurance contract or at least with the same insurance company.

As you well know, particularly as respects to large losses, many times there are several entities that will be brought into the same suit as a result of the same accident. Combining all interested parties in one policy would tend to forestall any delays in proper claims handling as a result of a dispute between insurance carriers regarding degree of liability involved as respects various parties implicated.

It would be well to note at this time, that the so called general liability policies which are liability policies that insure your activities other than the result of the operations of automobiles, provide within their definition of insured, coverage only for the named insured or any partner thereof if a partnership or any officer thereof of a corporation as long as such individuals are acting within the scope of their duties as such.

The best way to provide proper liability protection would be by requesting such contractor to furnish you with evidence of his public liability insurance along with an *amendment* to his policy indicating that your company or your club, whatever the case may be, is included as an insured as respects to the event in question and that the defense provided by his policy will extend to cover you.

It is extremely important that this evidence be provided to you in writing properly certified inasmuch as practically all insurance contracts specifically indicate that the provisions and exclusions may not be changed other than by a properly authorized amendment endorsed on to the contract. Do not depend on an oral agreement when it comes to important insurance protection.

By handling special events in this manner, particularly those that might be of the more hazardous types, you are accomplishing two things—first, you are combining all of the liability protection in one carrier to eliminate possible disputes between insurers as mentioned before, and secondly, you are eliminating to some degree the effects such possible losses could have on your employers' own loss record, costs and marketing.

When obtaining such certification of coverage, in most states, it would be well to also request certification of coverage of your independent contractor's workmen's compensation insurance. In some states, such as Michigan, you could possibly become involved in the responsibility of the contractor to his employees while they are operating on your behalf if such contractor does not provide his own workmen's compensation insurance.

Do not overlook the exposure from use of any form of automobile as respects to your activity. Where you have independent contractors involved again, you should obtain certificates of insurance indicating that they have their vehicles properly insured. The auto-

mobile policy definition of insured is quite all inclusive and would include all persons or organizations legally responsible for the use of such vehicles. In such cases, it would not be particularly necessary that you be named as an insured under this policy as long as you have proper certification of such standard protection does exist with adeqate limits for your needs.

You should be certain, of course, that all automobiles for which you are responsible whether owned by your organization or not, are properly insured for liability. This should include *employer's non-ownership liability* and also coverage on vehicles that might be *hired by you* either regularly or occasionally. These coverages are readily available.

You should make sure your insurance programming includes products liability protection particularly if you have anything to do with the dispensing of food or drinks or the sale of any type of product that comes into the hands of the public. Under most liability policies, products liability hazard is an optional feature and therefore an item that must be specifically checked.

Also, most public liability policies even the broader form contracts, specifically exclude liability resulting from the *operation of aircraft,* and also the operations of *watercraft* away from the insured's premises. Some of your activities might bring you into areas where you are creating such exposure. In these cases, you should consult your insurance counselor to make sure your coverage is properly amended to provide needed protection.

Regarding workmen's compensation insurance, we come into the area of a liability exposure which is created by statutes of the several states which specifically spell out an employer's obligation to his employee. Generally, once a workmen's compensation policy is issued in the name of the employer and filed with the Compensation Commission of a given state, the insurance carrier involved automatically assumes all responsibility of that employer to *all* employees in that specific State. Those of you working for national organizations know that your workmen's compensation program must pick up your employer's obligation in all states where you are operating. Most of the states require the employer pay medical expenses of an employee as well as actual loss of wages, with certain specific limitations, which result from injuries arising out of and in the course of their employment. This type of obligation can be insured only through workmen's compensation insurance and such injuries are specifically excluded from the public liability policy.

We would recommend that all such workmen's compensation policies be endorsed to include what is known as "All State Endorsement" in order to automatically provide protection in those States where you may not ordinarily have any employees and yet there might be that possibility of an exposure. This could result from sending teams out of the state, to tournaments where you might find it necessary to hire local people for some form of assistance etc. Some of you, of course, are from states that have what are known as "Monopolistic State Funds," where it is necessary to buy your workmen's compensation insurance from the state and where private insurance carriers may not operate.

Besides providing protection for the obligation to your employees under various workmen's compensation laws, this also provides what is known as employer's liability insurance up to a basic limit of $25,000. per accident. Most workmen's compensation laws provide that the benefits of the compensation act are the only recourse such an employee may have against an employer, however, there are some states where the law is not that concise, and there are some areas that it is not certain that an employee cannot successfully bring any employee's suit, prove negligence, and collect over and beyond the provisions of the compensation act.

As mentioned before, you automatically obtain protection up to $25,000., but in most cases, particularly where multiple states operations are involved, we recommend that this be increased to at least $100,000. which usually can be done for 1% or 2% additional premium.

Before we leave the subject of liability insurance, those of you directly concerned, with these various sports and recreational activity should know that practically all of these basic public liability contracts *do not include protection for your personal liability* that may result from your activities in these positions. Of course, your actions are on behalf of your employer under either expressed or implied authority and the liability would flow against them.

There could be an occasion, however, where through your individual extreme negligence you are brought into a suit on a personal basis. Generally, the insurance markets have refused to extend the public liability policy of the employer to include the personal liability of his employee. In any event, you should provide yourself with personal liability protection. These personal liability policies can be endorsed to include business pursuits liability as well as actions not directly connected with your normal business pursuits.

Aside from your obligation for injuries to others, or for damage to property of others most of you probably have an obligation to protect properties connected with your recreational activity that are either owned or the responsibility of your particular recreational department or separate corporational club. This could include large quantities of sporting equipment that are quite portable in nature and moved around from place to place as well as even perhaps permanent buildings, fixtures and equipment such as club houses, grand stands, etc. You should make certain that such items are properly protected from various hazards of loss or damage as a result of such perils as fire, lightning, windstorm, various extended coverages perils, theft, etc. Various floater type contracts are available to provide flexible protection for those items that are constantly on the move. These policies can be written on restricted named perils type contracts to virtually all-risk forms of protection. These are written on a full coverage basis or sometimes on a deductible basis.

You undoubtedly all have a varying degree of exposure to loss of money and securities. I believe some of your departments are subsidized by income from various vending machines and concessions at sports events, etc. If you are responsible for monies involved and perhaps even the vending machines themselves, you should make certain that proper insurance protection is provided for both. The so-called broad form monies securities contract is about the broadest form of coverage available for all types of loss to monies and securities. You should be particularly interested in buying adequate protection in case of loss by theft, fire, mysterious disappearance, infidelity of employees etc. The cost, of course, would depend on the amount of exposure involved and type of protection and control you maintain over these various monies involved.

PANEL IV

How to Evaluate Your Vending Program

CO-CHAIRMEN: Ralph M. Isacksen, Assistant Vice President
The Seeburg Corporation, Chicago, Illinois

R. R. Schenk, Community Relations Manager
Owens-Corning Fiberglas Corp., Newark, Ohio

Case Study

R. R. SCHENK, Community Relations Manager, Owens-Corning Fiberglas Corp., Newark, Ohio

I am located at the Newark, Ohio plant, the largest of our plants, employing approximately 2,500 people. At Newark we manufacture primarily thermal and acoustical type insulations. The subject of this session, "How to Evaluate your Vending Program" becomes somewhat complex in a plant like ours.

As we became more diversified in product lines, we moved to existing buildings which, at one time were used by a bottle manufacturing operation. Therefore our operations, with the 2,500 people, cover approximately 90 acres. Most of these facilities are in operation 24 hours a day, seven days a week. In addition to handling the food requirements for these people through automatic vending, we also operate a plant cafeteria. Most of our people are allowed a planned lunch period and coffee breaks at random.

At one time we had numerous vendors in our plant, each handling his own specialty. Currently this has been changed to two vendors.

Approximately three years ago, I made a detailed analysis of the vending situation in our plant. At this time we were primarily interested in rates of commission.

We were receiving an average of approximately 6% commission on gross sales of all items. The major vendor supplying coffee, candy, cookies, cigarettes, etc. absolutely refused to increase his commission rate. To give you an example of the volume of business that he was doing, we were selling approximately 160,000 cups of coffee per month.

At this time, we decided to purchase and operate our own vending equipment. This operation increased the profit motive considerably. However, with it came an increase in operational problems, the major being the servicing and maintenance of equipment. As an example, we have three unions in our plant who would have the jurisdictional rights in case of a major failure: Electricians, IBEW; Machinists, IAM; or a production worker from GBBA.

To get around this problem we issued an exclusive contract to an outside vendor giving him all vending rights except cold drinks in bottles. This vendor serviced our coffee machines free of charge, in lieu of paying a commission for other vending privileges. This arrangement was somewhat satisfactory, however, due to the amount of time applied to this program by various members of my department and the fact that management was considering charging our vending operation for this overhead, we then arrived at a still different type arrangement. All vending equipment owned by our club was sold to the vendor. He was given a five-year contract with agreement that the profits would be split 50-50. This arrangement has been mutually satisfactory to both parties and supplies our Fiberglas Club with ample income to handle all recreation, social and welfare activities.

The Operator

JAMES E. RATHER, Vice President, The Prophet Company, Detroit, Mich.

Like the automobile, the radio, and television, the vending machine seems to be here to stay. And, as the radio is today compared to the crystal set of 30 years ago, so is the vending machine to its earlier ancestors.

Concurrently, the demand for more skillful management and operating personnel has been imposed on your vending service organization to meet the requirements of—for example:

1. Sound financial control—the ability to withstand equipment obsolescence costs.
2. Sound labor relations—to avoid work stoppages.
3. Thorough training procedures—mechanical, sanitation, merchandising.
4. Accurate cost controls to establish realistic rates of commission and other expense factors.

These are only a few illustrations of the problems of confronting today's "big business"—vending.

The experience of our company, The Prophet Co., probably parallels that of many of you with respect to vending.

Our first installations of vending machines were made years ago in our cafeterias—a candy, a bottled cold drink, or a cigarette machine. If the machines sold fresh, standard weight and quality products, and operated perfectly, we were more surprised than if they didn't. And, if the machines failed us, nothing much was lost.

Compare this with today's situation where some unions have secured a negotiated right to buy from a vending machine in the shop, whenever its membership wants a cup of coffee, a cold drink, a candy bar, ice cream or a sandwich—and *the failure of a machine is a legitimate cause for a grievance!*

Or, compare yesterday's candy machine that offered a single kind of candy bar to today's ambition of an ultra high frequency electronic cooking device that reheats and vends frozen food in a matter of seconds.

Again, consider that whereas just a few years ago the vending machine sold only a pre-packaged branded product, today much of the product sold through machines is manufactured by the machine—as in coffee—or requires the availability of a commissary for the preparation and packaging of perishable foods.

These are comparisons with which you are all familiar. The only purpose to be served in reviewing them again is to remind ourselves of the increasing impact that vending has on the total labor relations program of the com-

panies we serve, and the need that whatever vending we supervise *be operated right.*

By "operated right", we mean the:

1. Best possible vending machines
2. Best possible product
3. Best possible service

I cannot pretend to forecast the degree of progress vending machine services will accomplish in the coming years, to what extent vending will replace present manually operated services, what new areas of merchandising that vending will enter, or how you can best utilize vending to serve your immediate purpose. But, of this one thing I am most positive! You cannot automate the personal management qualities of integrity, ability, foresight, and financial stability. As the importance of your vending program increases so does your dependence on these qualities in your vending operator increase. Therefore, I suggest that the most important criterion in the evaluation of your vending program is the "Who" behind your vending service.

Equipment

NORMAN Y. SHANK, Sales & Service Engineer, The Seven-Up Company, St. Louis, Mo.

Over the past few years I have found the following information to be very important in evaluating a Vending Program, particularly in large industrial locations, be it full line vending or independent, singular type unit installation. Too, too often many of the things I will mention are taken for granted with the end result being a constant replacing of equipment and a host of dissatisfied employees.

Type of Equipment: It is of utmost importance to choose the proper units in regard to size, capacity and performance. Capacity is prime in that a sold-out unit can not be excused, there is adequate equipment on the market to take care of all types of installations.

Quality of Equipment: Many, many makes of units are on the market—complete investigation into the materials and components in the units should be thoroughly checked.

Maintenance of Equipment: Today's complex units require skilled personnel with a thorough knowledge of all the equipment they come in contact with. I have personally observed plant and office people on location refuse to patronize venders after watching a vender mech or service man haphazardly perform or attempt to perform his duties. Under this heading we should also consider the caliber of the person or persons performing the aforementioned duties, i. e., Knowledge, Appearance, Manners, Neatness, Reliability and Tact.

It's a Business Partnership

DOUGLAS MOORE, Vice President, Davidson Brothers, Los Angeles, Calif.

You have heard the others talk to you about service. You have had a full report on the merit of good and bad equipment. You have been told how to evaluate nationally known merchandise and you have been given a mathematical guide for sales per person per month. In other words, if you have full line vending consisting of candy, cigarettes, coffee and beverage and you have 1,000 people in your plant, roughly speaking, your vendor should be generating in the neighborhood of $4,000. per month. If there is abnormal competition from lunch wagons, restaurants immediately adjacent to your premises or a cafeteria that is open at all hours, you cannot expect $4. per person per month.

This volume is important to you and to evaluate your vending program mathematically, it is necessary that you assist your vendor in producing a high dollar volume in order that he survives and that you receive a sizable commission check.

May I inject this thought. Never forget the fact that you and your vending operator are in partnership. This is not a theoretical thought or a bunch of words—that situation actually exists. You furnish the customer, the valuable floor space, the utilities, reasonable plant protection and a warehouse from which to operate. The operator furnishes the capital investment, the merchandise, pays all taxes, health permits, insurance and gives you the benefit of years of experience in his line of business. This partnership thought must be kept in mind at all times when you evaluate this vending program. If you force your vendor to cut prices or raise commissions or overly equip your plant, his profits will go down and he will not be able to stay in business.

If he does not meet you half way on this partnership idea, by giving reasonably full coverage and keeping his machines in a clean operating condition at all times, you need another operator. But, as long as this partnership exists with the sincere effort and desire to provide the best in vending services for your people, this understanding will result in the best in morale and service to your people.

Benefits

FRANK A. MATHESON, Industrial Sales Manager, Coca Cola Company, Chicago, Ill.

Gentlemen, the answer to the subject matter, "How to Evaluate Your Vending Program," can, in my opinion, be answered briefly in two words—"*employee participation*".

I feel sure that these words are used many times in evaluating the success of various industrial recreational activities, and it is understandable that participation should be the key to evaluating vending as well as recreation because both have the same objective—"*a better employee*".

Also, both vending and recreation depend on participation in order for the employee to benefit. We could look at it in the manner that vending is that part of recreation which takes place on the job. For support of this statement I turned to the dictionary and found that "recreation is diversion for refreshment and relaxation."

A further check showed that "refreshment is the restoration of strength, vigor, and spirit. That which refreshes, especially food and drink". So I think we can say that food and drink provide an important part of the recreation program and that vending provides the means to increase usage of food and drink so that the benefits are realized.

Let's take a look at some of the benefits to the employee and management from "*participation in refreshment on the job*"., and see whether the real profits derived are from the actual money spent in the machines by the employee or from the benefits of a refreshed worker.

One of the most widely accepted standard practices in industry today is providing refreshment on the job for employees, and many have said that refreshment can promote industrial safety because, on every job at certain times during the work day, there comes that period when mental alertness is at a low ebb and the "pause that refreshes" restores used up energy and improves physical and mental alertness, and most anyone will admit that the wide-awake alert worker who is on his toes, is a safer worker.

In addition, refreshment on the job is appreciated and enjoyed, it builds

morale and improves employee relations, and many have told us that refreshment on the job actually improves worker output because of alertness.

Vending brings refreshment to the worker, and time away from work stations is reduced which may also add to productivity. To sum up the benefits to the employee and management: a refreshed worker is a safer worker, his morale is higher, and, he may even be more productive.

For a comparison between employee and management benefits derived from partaking or refreshment, and between profit from the actual sale of the refreshment itself let's take an average employee at work.

He starts to work at 8 o'clock in the morning, strong and alert. Along about 10 a.m. fatigue slows him up, his spirits lag, he is accident prone, and certainly not at the peak of productivity. So he pauses for that needed lift and returns to work refreshed.

Whatever pennies of profit that can come from the 10¢ our employee spent for his refreshing coca-cola are relativily unimportant compared to the potential dollar value of eliminating one accident, or of reducing employee turnover, or the potential dollar profit of any increased productivity. Yes, gentlemen, the key to "Evaluating the Success of Your Vending Program" is participation, and participation will be in direct proportions to the quality of products, quality of service, and availability to employees.

PANEL V

Recreation Facilities for the Small Company

CHAIRMAN: Hubert Henderson, Assistant Director
North Carolina Recreation Commission, Raleigh, N. C.

Development of Company Facilities

J. J. DIMATTEO, Recreation Director, Moraine Products, GMC, Dayton, Ohio

The provision of good facilities and equipment is necessary to the success of a good employee recreation program. To assure the company of building the proper facilities, a study should be made first, to determine what facilities are needed or what facilities are wanted.

For example if no facilities are available at the start, a search can be made to convert any unused spaces for recreation use. A narrow strip of unused ground may be used for a horseshoe court. A vacant parking lot may be used for a ball diamond. A work bench may be used for Table Tennis during lunch hour.

In fact, this was the beginning of our program at Delco Moraine in 1937. At that time the only facilities available were ones rented. Then we began to use spaces in and around the plant area.

In 1942, our general manager who was a red hot trapshooter wanted a spot for this activity. This was the opening that we needed to begin a building program. We bought a patch of ground, 15 acres, within seven miles of the plant and built a small cottage on it which served as a gun club and a place for department parties and picnics.

At that time our planning department had begun to develop this plot of ground. We added a softball diamond and two horseshoe courts. I got in touch with our planning department to make up a plan for a larger structure and also development of a play and picnic area.

In 1946, we added two rooms to this structure but in a few years this did not fill our needs. In 1953, a new building was planned and made a reality. This is a picture of the building which we have today. We bought 15 acres of additional ground at the same time.

At present we are developing the play area which includes: eight horseshoe courts at which the National A. A. U. meet will be held Labor Day weekend this year, six shuffleboard courts, an archery range of six targets. Two softball diamonds, 18 picnic tables and grills, a playground area for the kiddies which includes swings, slides, climbers, etc. Also a trapshooting range even though we have a new general manager. Planning for the future includes a driving range, casting pool, shelter houses, and possibility of a nine hole par-3 golf course.

Our plant has grown in size since 1937 from 400 employees to 3,200 at the present time. From the original structure costing $5,000., we now have a plant which cost in the neighborhood of $125,000. and all of this cost has been assumed by the company.

All in all we feel that our facilities are adequate for the use of our people, but we are constantly making plans for better things for the future.

Use of Community Facilities

JOE PERKINS, Supervisor, Employee Relations, Delco Radio Div., GMC, Kokomo, Ind.

Recreation facilities in the small company are in most cases necessarily limited. However, through good community relations, the small company has available many facilities provided by the community, such as city parks, the local school system, YWCA, YMCA, etc.

Our golf program at Delco Radio is carried out through the use of the local American Legion Municipal Golf Course, and at courses in neighboring towns. The successful square dancing program enjoyed by many Delco Radio employees makes use of the rental facilities of the local YWCA.

An example of the use of the local school facilities is the holding of our annual basketball tournament at a local junior high school gymnasium. This particular gymnasium was also used for our Delco Radio Employes Hobby Show. The City Park Department makes available to us its well-equipped horseshoe courts to carry on our league activities.

In addition to the use of community facilities, of course, we do make use of our modern in-plant cafeteria for such programs as sports group meetings, lunches, and our annual Delco Radio Women's Style Show. Also, we make available serveral locations within the plant for noon-time horseshoe pitching.

As mentioned before, the average small company does not have all of the

facilities desired, but judicious use of what is available in our community enables us to carry out a successful recreation program. This is a result of good community relations.

Use of Existing Areas

FRITZ J. MERRELL, Athletic & Recreation Supervisor, Olin Mathieson Chemical Corp., Pisgah Forest, N. C.

Making use of the facilities available for recreation in small companies can be so varied that with some initiative and little effort most any size building and unused grounds can be utilized for some form of recreation.

At our Olin Mathieson Plant in Pisgah Forest, N. C., we are fortunate to have a large recreation area, located about three miles from the plant.

However, in and around the plant we are making use of the main cafeteria, and also unused portions of property around the plant for recreation.

First about the cafeteria: we utilize the facilities of the cafeteria, which is 50 feet by 90 with a seating capacity of 350 persons, for all large gatherings, especially our children's Christmas parties, dances, banquets, and bingo parties. Bingo parties are one of our most unique and well attended activities held in the cafeteria. The unique thing about our bingo parties is that there is no charge to the employee. We give away between 60 and 70 prizes at each party, and we have a full house every time.

There is plenty of space on the porch of the cafeteria for three ping pong tables which are used almost daily. Between the cafeteria and the manufacturing buildings we have horse shoe pits where the employees pitch horse shoes, when the weather permits.

Part of the ground near the plant, outside of the fenced area, is used for a baseball and softball diamond.

One of the most unusual uses of the grounds around the plant, which many of you may not classify as recreation, is gardening. Our company makes available what land it can spare around the plant for use by employees for gardens. To some it is work, to others it is recreation. They enjoy gardening and if it helps to make a person happy it's as beneficial to that employee as a round of golf occasionally, or the participation in some other sport. We have 76 gardens, each approximately one-half acre in size, and each year we have more than enough applicants to take the 76 gardens.

Alert Planning

W. A. BARNES, Recreation Director, McKinnon Industries, Subsidiary of General Motors Corp., St. Catharines, Ont., Canada

Just to set the scene for you, let me say that our plant, The McKinnon Industries, Limited employs 4,500 people and we are located in a city of some 42,000 population. From these simple mathematical facts where we employ over 10% of the population you can readily visualize some of the many problems we might have had, had we taken the course open to other plants from larger centers as represented here to-day.

What I'm now forced to say to be quite truthful, is that we have little or nothing in the nature of recreational facilities. Nothing that is, that is company owned or is ours alone.

Back some 33 years ago, when we first had any type of organized recreation, a policy was established which stated that we as a company should try to blend ourselves with the field of community relations. We should promote the concept of free enterprise and should not build or acquire any recreational facilities of our own which could deprive some individual of the right to earn a livelihood.

All of this must sound a bit negative, as if we were not interested in a good employee recreation program. But I'd like to try and show how this impression is far from the truth. Let's start this story with our latest move.

During the past few years our Shop Bowling League had grown from 70 to 110 teams. We were bulging at the seams. We had to schedule teams on three different nights, in three different lanes, and on three shifts to accommodate them. We then heard that some one was going to build a new bowling lane just 300 yards north of our #1 plant and on the same street. The necessary contacts were made with the new owner and our league requirements were outlined to him. The facilities necessary to accommodate our league on two nights, on two shifts and under one roof were arranged and became a reality.

Merely because we took advantage of advance information and planning, to discuss our needs with the proprietor, the biggest single recreation problem we had, was solved before the first sod was turned. Conversely, by being assured of our business, the new proprietor and the manufacturers of the bowling lanes themselves were prepared to go further and do more than they would have on mere speculation of their future patronage.

Being a Canadian company, you would naturally assume that we would be involved in ice hockey. Sure we are. It's a peculiar thing, but most people assume hockey is our national sport. Hockey is not our national sport—lacrosse is.

To get back—the arena we use was strictly a community deal. Built in 1939, with almost 60% of the $200,000 cost being contributed by public donation. The arena is owned by the city and administered by the Parks Board. We as a company were instrumental in bringing hockey to St. Catharines, but always remaining in the background as only one part of the over-all plan.

The arena has a 190′ x 75′ ice surface and seats 4,200 people.

Our St. Catharines TeePees just won the Dominion Championship in the professional Junior "A" ranks. This team is a farm team of the Chicago Black Hawks of the National Hockey League.

We have an eight team Industrial Hockey League operating and we pay our $10.00 an hour ice-rental fee the same as any other customer who doesn't charge admission. All of our employees and the general public too for that matter are admitted free.

The only sport for which we deviate from this policy of using outside facilities is with our Shop Fastball League.

We have an excellent ball park, 211 feet down the left field line, 238 feet down right field and 300 feet in straight away center field. The field is all under-drained and we have very few games called off because of damp grounds. It's completely fenced in, and we have plenty of good parking space right there. What with the number of little leagues, church and scout groups as well as city and provincial leagues in operation all the city parks are loaded, and that's the way we like to see it. Unless a plant has a ball diamond of its own, it's virtually impossible to run a Shop Fastball League as we do.

One of the most active areas in our plant from a recreational point of view is our Social Club Activity.

We have at the present time exactly 33 active social clubs, ranging in size from 20 members to over 250 members each. Every club is a self governing entity, using our Employee Relations Section for advisory and financial support only.

Like most Social Clubs, each holds

an average of two dances, one picnic, one golf tournament and a Christmas Party each year.

I will readily admit that many plant areas must have their own park facilities—Not so with us. We are geographically located four miles south of Lake Ontario, 15 miles north of Lake Erie and eight miles west of the Niagara River and world-famed Niagara Falls itself. Because of this, we are literally surrounded by some of the most beautiful beaches, swimming areas, water skiing and picnicking sites imaginable.

The Niagara Parks Commission has developed the entire 35 mile stretch along the Canadian side of the Niagara River as part of a picnic area with tables and out-door barbeque pits, estimated at 3,000 acres. It is complete every ¼ mile or so. At Queenston Heights which, incidentally, is a national battle ground shrine of the war of 1812, they maintain an area of 150 acres which has tennis courts, baseball diamonds, dining pavillions, as well as general picnic areas. Here too every Sunday afternoon during the months of June, July and August, a fifty piece semi-classical orchestra augmented by vocal groups entertains between 4,000 and 7,000 people. All of this is entirely free of charge.

As part of this Niagara Parks Commission project they have also built an 18 hole, 6,800 yards, par 72 golf course and the green fees are all of $2. In our general area we have six golf courses within a ten mile radius. The seventh, our own 18 hole St. Catharines Golf Club is exactly one mile from the heart of the city. From this you can readily see that we can nicely arrange to accommodate all of our golf tournaments.

The cultural side of our people isn't neglected either. Five miles to the west of the city is located Canada's Largest Recreation Centre. It boasts of a nine-hole par three golf course, a riding academy, a heated in-door as well as an out-door swimming pool and curling rink. Of greatest interest to our people is the excellent Summer Stock Theatre where the stars of Hollywood, Broadway and Television come and entertain in a different play every week. This latest building is just two years old. The original building burned to the ground after one performance of "Cat on a Hot Tin Roof". It's no real problem for us to get theatre parties organized under these conditions.

So that the old world won't be forgotten, in 1956 we organized the "Thistle Club". It's membership is comprised of those employees and their families who are interested in a three week vacation to Europe at very reasonable rates. To meet Air Regulations the Club holds a Charter and issues membership cards for a nominal $1.00 a year charge.

The cultural changes being wrought by these employees who have been back to the land of their ancestors are making their presence felt more and more each year in our Canadian way of life.

What I have really been trying to say in all of the foregoing is that while we, as a small company, own very little in the way of recreational facilities, we and any other small company can have a pleasing and well-rounded social and sports program, by being alert by supporting but not pushing our people into activities, and by taking advantage of the natural surroundings with which God has blessed us.

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PANEL VI

City Industrial Recreation Council Clinic

CHAIRMAN: Ralph C. Smith, Secretary-Treasurer
San Diego Industrial Recreation Council, San Diego, Calif.

Introduction

Municipal recreation departments, as tax-supported agencies dedicated to serve the entire public of a given locality, have, I feel, very definite obligations toward working with industry in the field of industrial recreation.

One of the foremost of these is in the area of providing industry, and particularly the smaller firms which do not have a specialist in recreation, with their know-how and the benefits of their experience.

Knowledge in the fields of programming, conduct of tournaments and competitions, standards and rules of play, types of activities that stress cultural values, planning events for the family and for all ages and interests, and the conduct of in-service training programs in recreation leadership, all subjects with which recreation departments deal regularly, can be passed on to industrial recreation sponsors.

Thus communication becomes a vital necessity between municipal and industrial recreation. It is also vital in making known to industry what municipal recreation services are available and what facilities are at the disposal of employees. There are many ready-made programs in athletics, arts and crafts, photography, music, drama, hobbies, and social activities in which industry may participate either through individuals, organizations or teams.

These same activities may be offered on an inter-plant basis through such organizations as industrial recreation councils. Here the municipal recreation department may provide organization and leadership, may coordinate the program or may serve in any capacity required by industrial recreation.

In short, municipal recreation, as a service, not only owes industry the obligation of being available for organization, leadership, assistance, advice and provision of facilities. It should take the initiative through such organizations as industrial recreation councils in seeing that industry take full advantage of this offer of service.

Facilities Cooperation

ANDY THON, Executive Secretary, Milwaukee County Industrial Recreation Council, Milwaukee, Wis.

We are fortunate in Milwaukee to have such a fine setup between municipal and county recreation departments and our local industrial recreation council.

With a membership of 98 industrial firms, they feel that we have a large enough participation within our own leagues to operate independently and use facilities for our own leagues only.

Their thinking is that what is the difference if we use these facilities for our council activities only or share them with open league competition.

The growth of our local council is due mainly to the demand of personnel directors and recreation directors to operate industrial leagues only for their employees and not compete with taverns, etc. They feel that we control our activities and employees more closely in industrial competition and do not have as many forfeits, arguments, fights, etc. as you would in open competition.

Local municipal and county recreation departments therefore give us the choice softball and baseball fields, gyms, etc. for our league play. Also their work is so much easier. We have our own organization meetings, set up our own rules and regulations and then turn them over to the municipal and county recreation departments, and they in turn draw up schedules, furnish officials and facilities.

These municipal and county recreation directors have formed an association known as the Big 11 Recreation Association. This group meets once a year with our officers and board of directors to discuss new facilities, new rule changes, etc. Then both groups plan their programs accordingly for the coming year.

The municipal recreation department will also supply us literature to mail to our members announcing what classes are available in sewing, ceramics, bridge lessons, golf lessons, charm school, modern dancing and square dance lessons in the local high school and school social centers.

The county recreation department notifies the council of new facilities available for company parties, picnics, skating parties, skiing parties, tobogganning parties and dances in the various county parks, pavilions, and buildings.

New facilities are always offered to our local council first, before they are offered to the general public.

Fees are very reasonable to use municipal and county facilities. For example, they will conduct a company inter-plant slow pitch softball league for $20. per team. This includes drawing up the schedule, furnishing signup cards for all players to be registered, mailing weekly standings, one umpire, a lighted diamond all summer regardless of the number of games scheduled. Then if no team forfeits a game, $5. is returned for each team entered in the league.

For $35., they will conduct a fast pitch or baseball league under lights, furnish two umpires and one official scorer and keep batting averages for all players in the league. If no team forfeits a game, they will refund $10. per team. For $25., they will conduct a basketball league, including drawing of schedule, mailing weekly standings, keeping individual scoring records, furnishing official timers, scorekeepers, two referees, and a high school gym. $5 is refunded if no team forfeits a game.

Facilities made available to our local council are softball and baseball fields—both lighted and unlighted, basketball courts, volleyball courts, lighted football fields for touch football, indoor archery ranges in high school gyms and outdoor ranges in county parks, golf courses with reserved time for Sunday morning league play, and after 3 p.m., inter-plant golf leagues during the week, tennis courts reserved for league play between 6 and 8 p.m., indoor swimming pools and

outdoor park lagoons for our winter and summer bait casting leagues, and gyms for our dartball leagues.

So you see we do not have any problems as far as facilities are concerned due to the fine cooperation we get from our municipal and county recreation departments.

This is another reason why our local council is so large. Industrial firms like our setup with our own league arrangements, facilities and dividing our league into what we call an Ace league for firms over 1,000 employees and a Major league for firms with less than 1,000 employees. If averages are available as in golf, trapshooting and bait casting, we do not use these divisions, but form divisions according to averages regardless of number of employees.

Relationship of Industrial Recreation to Municipal Recreation Agencies

W. R. JONES, Sarnia Industrial Recreation Council, Sarnia, Ontario, Canada

My topic or suggested topic in this clinic is the relationship between industrial recreation and a municipal department which I represent.

Let me start by saying that I feel the two groups can and should work hand in hand. The industrial recreation organization or club should be able to call on the recreation department for assistance, and the department should be able to call on industrial recreation for help as well.

At all times there must be mutual understanding and co-operation between the two groups. It is the old story of the right hand must know what the left hand is doing, and this cannot be accomplished without good communications.

By far the best method of promoting good communications and understanding, I feel, is through the establishment of an Industrial Recreation Council, in which the municipal recreation department plays an active role. I feel through the formation of a council, meeting on a regular basis, a spirit of fellowship and understanding is bound to develop—one understands each other's problems, programs, and this opens the door to wider co-operation.

Before co-operation can be developed between two or more organizations each must understand the function of the others, so I would like to examine, very briefly, the function of an industrial recreation council and of the municipal recreation department as I see it.

The industrial recreation council provides an opportunity for industrial recreation clubs to come together and discuss mutual problems—financing, facilities and participants.

The Council also acts as an Idea Clinic—some clubs have tried a new type of program and the success or pitfalls can be explained. In the same vein, the Council can act as a training media—training committee chairman, leaders. Also act as a clearing house of information—if you need information on Xmas Parties, contact the council.

A very important part of the councils function is the promotion of industrial recreation in district industry and fostering and promoting NIRA.

The municipal recreation department should attain a complete and continuous knowledge of the organized recreational activities in the municipality. The recreation department assists community groups and organizations on request, to plan and conduct their own recreational activities.

Of course, the recreation department in addition to these advisory services conducts certain recreational activities for whatever there is a need.

The recreation department acts as a channel of communication between the various groups in the city to keep them informed of current developments.

In our situation, Sarnia, in order to promote the spirit of co-operation, monthly meetings of the council are held. At some of these training sessions are held on topics such as how to develop budgets, Christmas parties, camera clubs, etc.

Future programs are discussed—each club outlines plans for the future and states whether or not the program is available to other clubs.

The recreation department has an opportunity to outline future plans. This could include new program, new facilities or a presentation by the council on needed facilities.

At the present time industrial recreation offers the following services to the Recreation Department:

1. Sponsorship of teams in the minor athletics program
2. Leadership for minor athletics
3. Leadership and personnel for Halloween parties
4. Study on facilities
5. Offers certain programs, e.g. gun clubs and glee club to the general public.

The Recreation Department offers the following services at the present time to the industrial clubs:

1. Advising services on program
2. Program ideas and sources—in Ontario the department of Education has specialists traveling throughout the Province who offer assistance to municipal recreation departments. These specialists could be made available through our department to industrial clubs if the need arises.
3. Facilities—ball diamonds, picnic areas, tennis courts.
4. Program—leather, art, tennis which the industrial recreation clubs may register in as a group.

Communications

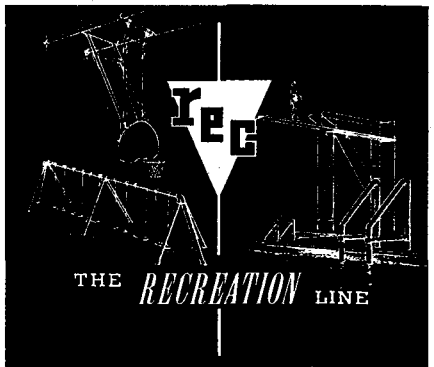
J. RAY THOMAS, Columbus Industrial Recreation Association, Columbus, Ohio

Organized in 1952 by our city recreation director, we have been struggling ever since to exist. I would say that an over-emphasis on communications or perhaps the wrong type of communications possibly created many of our problems. In the first place, industry and city recreation had for a number of years, been on rocky ground because of the attitude taken by public recreation in not cooperating in industrial programs. Industry had to take a back seat to independent groups, fraternal organizations, church groups, etc. in obtaining facilities for their various functions. I tell you this only as a point of information in leading up to the formation of our Columbus Industrial Recreation Association.

When the various companies were notified of the organization of such a group, there was a feeling that maybe this was to be a change for the better. Some 27 companies indicated their interest.

An elaborate constitution and bylaws were written with the city recreation director leading the way and getting himself appointed as executive secretary of the group. This constitution was the first step in poor communications as it was so elaborate that no one could live within it.

After this unfortunate experience, regular monthly meetings were called with each one predominated by the city recreation director, letters sent to members announcing programs that never quite materialized, arguments between public recreation and industry until only a handful of members continued their membership.



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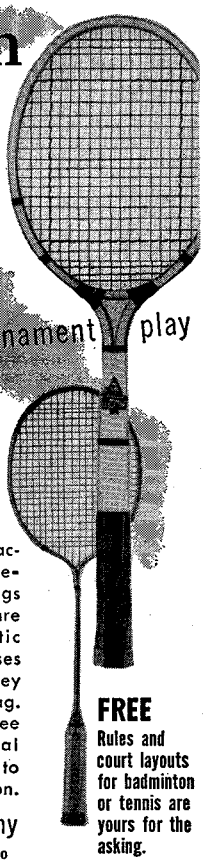
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After several years the Department of Public Recreation severed their connections with the group, and in late 1958 approximately 10 of the 27 companies were still striving to keep the group together. A new constitution was written, and some new interest shown. I wish I could report that we are now a thriving organization of many members, but I can't, since we still haven't found the key to creating that *something* that is needed to attract and hold members.

If there is one point to be remembered from my remarks by those of you just starting an industrial recreation council it would be this: Solicit help from your public recreation department, but make sure that your industrial members run the show.

Get Your Money's Worth

HENRY LYON, Vickers, Inc., Industrial Recreation Association of Detroit, Mich.

Competition has been so keen in every major industry since the war years that even recreation directors have had to become cost conscious. Cost reduction has meant the elimination of all frills in the industrial recreation program as directors strive to get as much for their allocated funds as possible.

Regardless of the amount of funds available for recreation, the success of any program, whether industrial or municipal, depends upon the motivating factors engendered into the program. Plants may differ as to organizational structure but the success will be in direct proportion to the amount of motivation that is generated by recreation leaders down through all the people who participate in the activities.

The recreational councils at our company plants are responsible for the planning and administration of the programs. The councils are composed of representation from each activity. Representatives are elected annually and serve one year terms.

The recreation budget is prepared by the Council members each January after petitions from recreation groups have been studied and discussed. The petitions relate to funds, facilities and equipment needed by the groups for the ensuing year.

You have already surmised that we have a "do it yourself" recreation program. We have no professional recreation people on our administrative staffs and those of us who are responsible for recreation programs have other industrial relations responsibilities. Recreation, therefore, is a very small phase of our jobs.

The entire recreation program is an all-employee program, planned and administered by employees. Management allocates funds for recreation but leaves the disposition of funds in the hands of the recreation councils.

Each activity is planned so that a plant champion will be honored at the end of each season. Further, champions are declared in some of our social activities such as bridge, chess, checkers, pinochle, etc.

The athletic program consists of intramural and intra-plant activities in the following sports: archery, large and small bore rifle, large and small bore pistol, horseshoes, golf and skiing. Fishing and hunting are limited activities.

Champions declared in any activity qualify for participation in tournaments sponsored by the Industrial Recreation Association of Detroit. The Council pays all entry fees for champions in these tourneys. Other teams entering I.R.A.D. tourneys defray their expenses.

Lunch hour athletic activities have not been popular during the last five years. The average age of our employees has risen and the majority are not interested in activities that are of a strenuous nature. However, schedules are arranged in archery, pistol, rifle and horseshoe pitching. Horseshoes have become the most popular lunch hour activity here.

The program as outlined has been in existence for 18 years. We have many of the original members still in harness. I sometimes wonder when I see the 60-year oldsters or perhaps I should say youngsters at play just "what does make Johnny run."

Reading between the lines you will see that recreation administration by committee has made my job an enjoyable experience. I like to think it has been a satisfying experience for all of the people who have made the program work. I know that many former Council members have developed outstanding leadership qualities through their associations within the recreation program. I seriously question whether the personal development would have been possible without the opportunity for leadership they received from their recreation experience. These recreation leaders graciously accepted the responsibilities delegated to them and have succeeded exceptionally.

PANEL VII

Recreation Responsibilities in Pre-retirement Planning

CHAIRMAN: Carl Klandrud, Supervisor, Personnel Service Section Allis-Chalmers Manufacturing Co., Milwaukee, Wis.

Start Preparing Early

CHARLES SELLERS, M.D., Detroit, Mich.

Since time immemorial, man has been trying to live the good life by following various plans, policies, doctrines and systems. This has not been easy for he had trouble defining the good life. Nearly all individuals had their own beliefs about what constituted the good life based on a variey of aspirations, inclinations and opinions. It has never been settled for what may suit one individual may not be suitable for another.

The second problem entailed the procedure or how to go about developing and following a life that seemed to be the most desirable for each individual. Here again the road is beset with pitfalls for even if we had a good destination in mind, there is no road map showing how to reach it.

For me the practice of medicine has been eminently satisfactory. It was selected early in life, probably in high school as an escape from the farm with its manual labor, poor remuneration and the horses. I had been bitten and kicked by horses and wanted no part of them. You might say that I was kicked into medicine and came up the hard way.

For each of us life has its problems and aspirations at any and all ages but it should also have some satisfactions. Our physical well being, mental health and a certain amount of happiness depend on our ability to adjust to the ever-changing conditions of modern society as related to industry, business or the professions.

I am a member of the Geriatric Committee of the Michigan State Medical Society, At a recent meeting, it was the concensus of the participants that retirement should be discouraged, that compulsory retirement was particularly objectionable and that if retirement becomes inevitable there should be some realistic preparation for retirement long before actual separation from the established line of work takes place.

Recreation in its broadest sense is an excellent method of developing interests, abilities and skills in other fields. It should also be a contributing factor toward preventing the isolation that frequently develops after retirement. Some of these activities should be useful, purposeful and have remunerative possibilities if the need should arise.

Probably every Latin student remembers that "All Gaul is divided in three parts." Life should be divided in a similar manner into work, sleep and recreation. Probably there should be equal parts of each for man's health and achievements are related to his mental and physical activities, working, thinking and playing help the aging person to live a longer, more useful and more healthful life.

Every person should have an interest or an activity separate from his regular employment as a means of adding to his knowledge, capabilities and culture. Any or all of these experiences might be considered as tangible preparation for retirement. Some individuals seem to be saving themselves for the Senior Prom without realizing that they must learn to dance long before the event takes place. Those who go to the Senior Prom without having learned to dance will be quite ineffective and to put it in the vernacular are very likely to fall on their collective faces. Those who go home from a retirement dinner with a new gold watch in their pocket or on their wrist are going to be restless, frustrated and at loose ends unless they have established other plans, interests, duties or some form of recreation as a means of absorbing their time and energies.

A man may feel secure through the years while he is employed as a member of a team in a corporation. In cases where most of the decisions and responsibilities are assumed by the management of the company, he must make a special effort to maintain a spark of enthusiasm for life. Otherwise he will be rendered helpless and inadequate to cope with the rigors of retirement when he is placed on his own resources. He cannot retire as a member of the team. When he retires, he retires alone and often is isolated much of the time thereafter as far as his previous associates are concerned. This can be a stultifying experience.

Some retirees have said that they should have some sort of rejuvenation of their strength and interests when they retire so that they would be able to enjoy life for a few more years than they generally do after retirement. Rejuvenation is exceedingly difficult. Many seekers after the fountain of youth have failed to find it. The only way strength and interests can be en-

joyed in later years is by having maintained them through all the years from the days when youth and strength were natural parts of life.

Realistic pre-retirement planning calls for the consideration of a wide variety of possible interests, pursuits and activities including some hobbies during the active working years. These spare time efforts should be recreational, educational, socially acceptable, mentally stimulating or physically activating. Man needs to use all his faculties to keep alert and capable. He needs to be alert and capable to keep integrated in a rapidly changing society. He needs to be integrated to survive in a passable manner and this does not mean in a vegetable state.

A good point to consider in pre-retirement planning would be the establishment of a friendly relationship with a physician, preferably a competent general practitioner, for advice and discussions about both medical needs and a number of non-medical problems. Injuries and illness are handled routinely but some other situations call for considerable wisdom. Sometimes physicians are asked for a little guidance in family situations involving disputes, truancy, delinquency, marriage, divorce, alcoholism, indebtedness, some work situations, decisions about moving, wives working, children's education and many others.

There are innumerable activities that would contribute to the general health and a broader view of life and at the same time be of a recreational nature. I consider education to be recreational. Medical conventions are a source of both education and pleasure. The conventions of other professions and learned societies must be quite as rewarding in knowledge and recreation. Not long ago, I took an academic year in anthropology at the University of Michigan in Detroit. We studied the North American Indian and it was a fine experience.

Golf is a healthful recreation and suitable for any age. Unfortunately it has become a prestige game. The cost has increased to the point of eliminating all except those with a fair amount of money and the status seekers.

Some individuals should be able to organize or join already existing groups or clubs concerned with reading, studying and speaking about travel, history, civics, geography, photography, philosophy, folklore, aging, anthropology, archaeology, genetics, geneology, customs of mankind, electronics, nuclear physics, literature, the fine arts and innumerable other fields. Oil painting, water colors, wood working, metal working, leathercraft, lapidary, radio building, cooking, weaving and many other arts and crafts are available. The amateur radio operators have worldwide conversations which is an enlightening experience. The collectors of various curioes have wide interests including stamps, coins, glassware, pottery, antique furniture, minerals, jewelry, precious and semi-precious stones, hard stone carvings, the artifacts of antiquity and the art objects of various people foreign and domestic.

Sometimes hospital patients respond well to human contact with a well adjusted person. They need a friend to whom they can express their fears, pent up emotions and other small problems before they become obsessions. Patients who have had a sympathetic listener are prone to recover from any kind of illness more quickly than those who are subject to the detachment of strictly scientific hospital care. Some women would be splendid hospital aides and serve well in that capacity.

Complete retirement leads to inactivity.

Inactivity leads to atrophy.

Atrophy leads to the loss of mental acuity and physical agility.

Recreation could postpone or possibly reverse these processes.

Hobby Program

EARL B. DODDS, Association Secretary, Telephone Pioneers of America, New York, N. Y.

Pre-retirement planning by an employee covers a variable period of time, depending upon the attitude and wishes of the individual, the attitude of his family and his company. I believe recreation has a definite function in this planning.

The things recreation can do for employees approaching retirement could start well ahead of the time they begin to lay plans for retirement. One objective would be to develop in each employee a sustaining interest in one or more hobbies or other recreational activities prior to the time of retirement. More and more people in industry are realizing how much hobbies can contribute to out-of-hour enjoyment and how valuable they are in helping active employees gain interests and skills that can be carried into retirement with its expanded leisure time.

Not all employees, either active or retired, have found a satisfying way to use their leisure time. Many of them, however, are potential hobbyists who might become active along that line if they were "exposed" to the hobby idea or were aided in getting started in some particular avocation.

Promotion of this idea may best be accomplished through programs organized by employee groups to interest employees in hobbies and draw them into participation.

Day by day, more and more people are learning the value and fun of a hobby. Public schools, churches, Y.M.C.A.'s and other groups in many communities, recognizing this, offer organized programs for the development of hobby interests.

A growing number of businesses are helping employees "discover" the hobby idea. Everywhere, people are joining classes of instruction in arts and crafts; setting up workshops in their homes; participating in community affairs—in short, learning something about filling their leisure hours usefully, and in some cases with financial profit.

The approach to hobby development can be made in various ways. Some companies assist employee groups in the organization of recreational activities which include hobby interests with the object of preparing employees for enjoyment of their retirement years. The program is administered by hobby committees whose purpose is to enlist the interest of employees in acquiring hobbies and to provide advice and assistance to those who may wish to do so but are uncertain as to how to go about it.

The first step in setting up a program is the formation of a hobby committee to be responsible for all hobby promotional work undertaken. The committee:

1. **Determines** the extent and character of hobby interest on the part of the employee body, so that plans for development work can be made along whatever lines are indicated.
2. **Establishes** a comprehensive program of activity for the promotion of the hobby idea.
3. **Appoints** hobby counselors to work with individuals or groups.
4. **Aids** in organizing hobby classes and clubs where required.
5. **Plans** hobby shows and exhibits at such times and places as are desirable, appointing such committees as are needed to carry out the plans.
6. **Publicizes** the hobby program and

work of the committee.

7. **Meets** regularly to review progress and plan new projects.
8. **Reports** periodically to management and to other employee groups.
9. **Coordinates** its program with all employee groups concerned with employee activities programs.

Committee members are selected on the basis of their interest and ability in promoting the hobby idea. They are preferably active hobbyists, with sufficient spare time and enthusiasm to carry out their duties as committee members.

In establishing a program which will meet local needs the committee ascertains the attitude of employees with respect to their hobby interests:

1. How many people are active hobbyists?
2. What are their hobbies?
3. Do they participate in group activies, employee sponsored or otherwise?
4. Would they be willing to serve as hobby counselors?
5. How many non-hobbyists would be interested in taking up a hobby?
   a. What hobbies would they be interested in?
   b. Would they like to join a class or group to develop a hobby?

When the results of the survey have been evaluated the committee then sets up a working program.

To implement the program and give positive assistance to potential hobbyists, counselors are usually appointed by the committee, one for each specific hobby activity in which individuals have expressed sufficient interest. Counselors may be chosen from among those who have indicated in the survey that they would be willing to contribute their services. They may also be selected from among committee members. In any case, the counselor is preferably an enthusiastic hobbyist in his own right, and active in the general hobby work of the employee recreational program or the community.

The job of the counselor is to make sure that those who have expressed interest in taking up a hobby in his particular line are acquainted with every opportunity to do so. While talking with them individually or at group meetings, the counselor gives information regarding hobby classes and clubs sponsored by employee activities groups within the company or held under the auspices of community or other groups. He next finds out whether they would like to work by themselves, join a class, or form a club. The counselor then reports to the hobby committee, which studies his recommendations and makes whatever arrangements it feels are necessary to give the new hobbyists a start.

When the responsibility for the activity is taken over by the employee group, the work of the counselor is finished. If a hobby class is set up, the counselor may or may not continue as an adviser, depending on the nature and direction of the class. If, however, the people he is advising join a community group or set up their own class, the counselor may assist them in working out details of class or club meetings, materials needed, cost of equipment and other expenses, such as possible fees for instructors. A record of these details is turned over to the hobby committee so that it will be available to other counselors in carrying on their work.

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When there are not enough people interested in a particular hobby to form a group, the counselor furnishes assistance on an individual basis, suggesting how each can best embark on the hobby, and helps in every other way he can.

The hobby committee is a permanent part of the recreational program. The committee's work is never finished; its continuing purpose is to promote the hobby idea among all employees. This is an interesting job because hobbyists are interesting people who do interesting things. And it is easy because the enthusiasm of people for their hobbies is contagious. The committee can take advantage of this. It is the responsibility of the hobby committee to be constantly alert and ever to seek better ways to help people help themselves to greater enjoyment and well-being.

It is particularly desirable to encourage the employee when he retires to continue his associations wherever possible with active employees—the friends and associates he left on the job. This tempers the shock of retirement and gives the employee a feeling of still belonging to the team. As a hobbyist he will have developed talents which will still keep him in close touch with the friends whom he has worked with. Also his avocation may be one which will provide financial gain he may need in retirement.

In the foregoing, I have described a program of recreation which is very similar to one which has been in effect for a number of years in the Telephone Pioneers of America, the organization I represent. The Telephone Pioneers of America is an organization of telephone employees each having 21 years or more of service in the industry. Presently there are 200,000 living members of which about 60,000 are retired. All of these members have had opportunities over the years to take part in hobby activities under the sponsorship of the Pioneers. In addition all activities sponsored by the Pioneers are open to all employees in the industry. Presently there are about 18,000 employees active and retired who are participating on a group basis in current out-of-hour hobby and self-development programs. Last year 154 hobby shows were held in various parts of the country in order to stimulate interest.

Many of us in the telephone industry feel that through the medium of promotion of hobbies throughout the employee body a great service is being rendered in connection with pre-retirement planning. At the same time the resulting social contacts between active and retired employees have been found to be very meaningful.

Develop Interests

LEWIS J. FITZGERALD, Recreation Director, GMC Truck & Coach Division, Pontiac, Mich.

We're all growing old. In modern society this first sentence conjures up many stereotyped ideas concerning the older members of our population. Many people think the older members of our society are "over the hill," and want to do nothing but sit in an easy chair and look at the passing parade which is life.

Now, more than ever before, people responsible for recreation programs in industry should be aware of the necessity of providing planned activities for pre-retirement age employees so that one of the basic problems for the aged—what to do—can be met.

Let's face it, we are still getting older, and there are more of us getting older together today. Many communities provide "Golden Age Clubs" for retirees which provide some measure of help in meeting the problems of adjustment for retired persons. Detroit has six centers, open seven days a week, for cards, lectures, trips, and other special events. About 100 such clubs are meeting weekly in various parts of the Detroit Metropolitan Area.

I don't feel that industrial recreation departments should necessarily undertake such retirement programs. There are several reasons why the average recreation department would not be able to handle such a program, which I will not go into here.

I do feel that we, as recreation directors, should attempt to channel the interests of our pre-retirement age people into definite recreational pastimes. If we don't try to help in this way many of our employees will be faced with retirement suddenly, with no special interests to keep them occupied.

Many of us think when retirement comes, all we'll want to do is sit back and take life easy. Studies have disproved this concept, and actually point out one of the most singular problems the retiree encounters is boredom, resulting from nothing to do.

If an individual finds himself with nothing to do he becomes confused, out of touch with people and in the end, despondent. He is not interested in helping himself mentally, or in maintaining his health. The recreation director can, in some cases, eliminate such problems by having recreational facilities and activities which would allow the older employes to participate in the program.

At GMC Truck & Coach Division our program has activities which lend themselves to the older employees. For example. we have a trap range with team leagues and leagues for individuals; archery; bowling; golf; a golf driving range; and for those employees who aren't quite ready to give up, we have slow-pitch softball. We are also beginning to recognize such activities as horseshoes, camera clubs, boat clubs and fishing contests, with the idea that some of our employees would be interested in these less strenuous pastimes.

Important prerequisites for developing recreation programs to interest oldsters are:

(1) **Develop programs** which could be carried over into retirement easily. Team activities are in many cases difficult for a person to continue after leaving the job.

(2) **Programs** for oldsters should not be expensive. The reduced income most pensions bring would hamper the budget-minded retiree.

(3) **Develop activities** which the retiree can participate in no matter where he should re-locate. An ice fishing club, for example, would not be suitable for the retiree who relocates to St. Petersburg, Florida.

(4) **Keep activities** on the non-physical side. Moderate action may be desirable in some cases, but not in general.

(5) **Try to encourage** husband and wife participation in your activities.

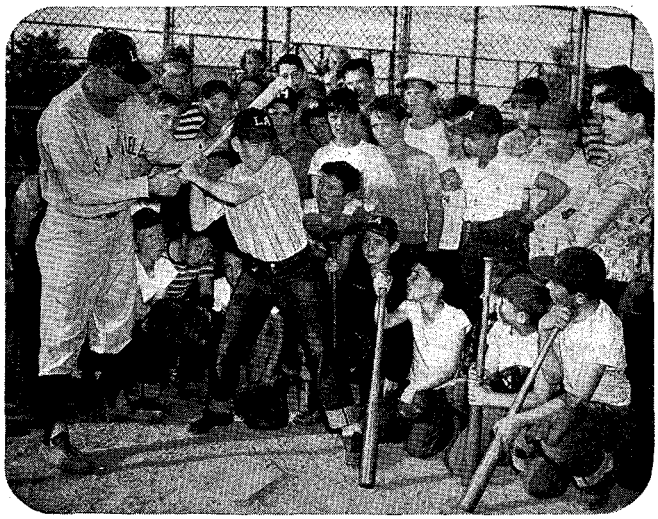
In our Divisional Recreation Program, we do not attempt to tell pre-retirement employees what they should do after retirement. We feel they are old enough to know what they want by the time they retire.

The secret to enjoying retirement is to be prepared well in advance for retirement. Recreation directors can help along these lines if we channel our employees' interests along certain lines of recreation. We can solve some of their problems before they arise.

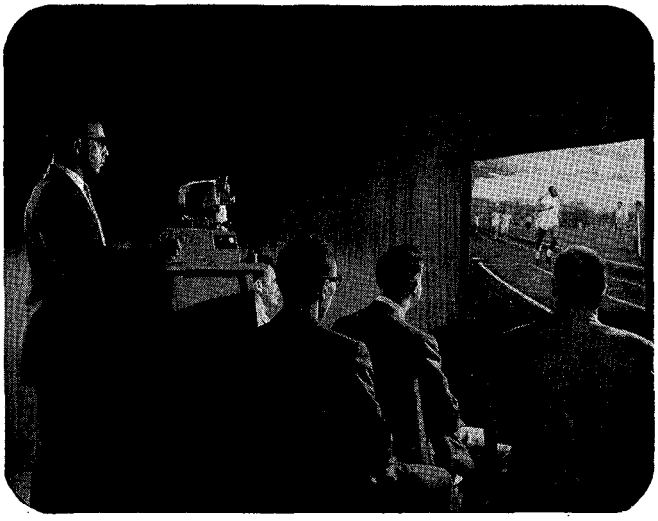
There is no better way to meet new people and to keep in circulation than through a hobby, sport, or other organized activity. In this respect, the recreation director can do something for employes now to prepare them while they are receptive and interested for the day when they may not be.

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PANEL VIII

My Problem Is

CO-CHAIRMEN: Earl Schreiber, Recreation Director Timken Roller Bearing Co., Canton, Ohio

Gordon L. Starr, University of Minnesota, Minneapolis, Minn.

Summary

GORDON STARR, University of Minnesota, Minneapolis, Minn.

As your research director, my purpose in serving on this panel is to say briefly that one study "Does Industrial Recreation Pay" is underway, and to listen to the panel members and participants to determine if there problems which should be directed to the Research Committee for further study. In industry today, millions of dollars are being spent on research of one kind or another, and yet little is being done regarding leisure time as related to employees and industry. With your help, improvements can be made upon industrial recreation programs, recreational positions, and services of the National Industrial Recreation Association.

Following presentation of panel member reports, chairman Earl Schrieber opened the session for questions and discussion which was as follows:

"Is there room for a company directed by an outside program?" The discussion revolved around the relation of the company, supervisors and the various methods of handling programs through boards and councils. It was generally concluded that a company has the right to step in when program is not in line with the general policy of a company and it should be recognized that when a program is subsidized through company funds they should have a right to participate but not dominate.

"What are some of the ways of financing an industrial recreation program?" Suggestions given were as follows:

Funds—direct aid from company

Raffles—a percentage given to recreation department

Vending machines—one of the greatest sources

Fees—for individual activities and events

Dues—on a membership basis sometimes these funds are matched by the company

Rentals—rental of facilities for dances, receptions for private groups.

Services —selling of fishing licenses, driver licenses, etc.

Sales—candy (Christmas), sport jackets, T shirts, pop corn, ammunition, etc.

Many activities are self-supporting once facilities are acquired. This is particularly true of shooting clubs.

"Do employees actually operate 'off time' for off-time activities?" Some of the comments on this question were as follows:

"Only office personnel have the opportunity to handle some matters on the job."

"Employees can attend meetings of one hour a week for the Booster Club."

"Those who have an abnormal amount of work after hours are permitted."

"The policy on basketball is included in the job discretion of the coach."

"Exempt salaried personnel are given time."

"It is a good idea to contact the supervisor before employees take a volunteer job to see whether the person can handle it without interference of the job."

"Is there a trend toward having departmental picnics and Christmas parties rather than with the entire company?" After much discussion and varied expressions, there seemed to be no definite trend, but availability of facilities seemed to be the deciding factor.

"How do you run a golf league without a schedule?" Eastman Kodak is trying a new experiment in playing the position rather than schedule. There was a great deal of interest in this venture and indication that many audiences would like to know more about it after a season's play.

Planning Facilities

DANIEL H. ZIEVERINK, Supervisor Employee Services, General Electric Co., Cincinnati, Ohio

Master Plan. Make up a master plan for all facilities you desire to include in your recreation park. Do this before you go to look for property for the park. I recommend that you obtain professional help for this. After the master plan is completed, you then have an idea of the size and type of property you should be looking for. In your selection of land the following factors should be taken into consideration:

1. The distance the park will be from the plant or center of the population of the work force.
2. Does the land make it possible to provide the facilities that were included in the master plan?
3. Are utility services available? If not, how can these needs be improvised.
4. Is there a wooded area on the property?

Finance. A priority schedule for the development of the park should be made up and facilities developed as the money becomes available. It is good to plan the development in steps. Be sure to include operation and maintenance cost in your financial planning; as the park develops, operation and maintenance cost increases. In order to off-set operation and maintenance cost, it is wise to charge fees for the use of facilities such as driving ranges, miniature golf, golf course and swimming pool.

I do not recommend emphasis on refreshment sales, particularly those of the carnival type, and mechanical rides for which a fee is charged for their use. This tends to make your park a commercial operation, and I do not feel that an industrial park should compete with commercial enterprises.

Staffing and Servicing the Park. Make sure that qualified individuals are hired to service the park. A good

park climate is as important as the facilities you develop. Be sure to have pay classifications and employment policies for the park work force. Make sure that you have a good control system relative to who enters the park.

Your troubles can be minimized in the development and operation of the park if you engage on your staff a qualified park supervisor. This person should have at least five or six years of experience in a municipal or city park system. Establish a good set of rules which regulate the park operation and publicize instructions as to how employees may use the park.

Contests

JAMES O'LOUGHLIN, Coordinator Employee Activities, AC Spark Plug Division, GM, Milwaukee, Wis.

In any successful contest there are certain questions which must be answered through the advance publicity given the contest. Before this is possible, the answers to these questions must have been thoroughly considered by the planner. These questions are:

1. What kind of contest will it be?
2. Number and kind of exhibits that will be eligible?
3. When will the contest be held and how long will it last?
4. Who will be eligible to enter the contest?
5. Who will the contest judges be?
6. What awards will be given the winners?

Before taking these questions and analyzing them, I feel that some time should be spent in analyzing the reasons for having a contest of any kind. In some recreation areas, tournaments or contests are a common means of determining inter-league winners. In other areas it is a means of recognizing individual skill or initiative.

Before any successful contest can be held the person planning it must answer two underlying questions. The first question is, "Why is this contest being held?" The second one is, "What are we trying to accomplish?" The answers made to the six planning questions listed above will be governed by the answers made to these policy questions. The success of the contest will be determined by how clearly the purposes and objectives which were outlined are followed in the planning and made clear to the contestants.

Now that we understand these basic assumptions let's see what the planning questions mean:

1. **What kind of contest will it be?** This seems obvious enough. However, the success of the contest depends upon whether there are enough persons willing to enter the contest as it is set up. Secondly, whether the facilities needed will be available will also be an important consideration which must be answered as soon as the kind of contest is established. Facilities might include exhibit areas, boat facilities, or firing ranges. In planning a contest where a contestant must build, paint, or photograph, the advance publicity must go back further than the contest where the contestants compete during a single day, as in a bowling contest for example.

2. **Number and kind of exhibits that will be eligible?** Questions covering the eligible types of fish, paintings, photos, or handicraft must be decided, depending upon the type of contest. A limit on the number of entries accepted from any one contestant may be necessary, depending upon the type of contest. A limit on the number of entries accepted from any one contestant may be necessary, depending upon the number of contestants expected.

3. **When will the contest be held and how long will it last?** These questions may be determined in part by the facilities which are required or the scope of the contest. The success of the contest may be effected by other events which will be going on at the same time either within the company or the city. The date, time, place, entry fee—if any, and how the exhibits are to be identified must all be outlined.

4. **Who will be eligible to enter the contest?** If the object of your contest has been to encourage all employees, professional as well as amateur, to participate, then the rules on eligibility should definitely state this. Service dates and duration of employment may be a factor in a contest which will run for a year or more. If the employee's immediate family is to be eligible, this should be stated in the advance publicity.

5. **Who will the contest judges be?** The people chosen to be judges will be governed to a large extent by the original decisions made concerning the purposes and objectives of the contest. Respected professional judges will provide an experienced yet critical evaluation, but the prospect of being judged by professionals may discourage the beginner (whom you may be trying to encourage). On the other hand, to have an exhibit judged by inexperienced people may lead to discontent on the part of your more professional contestants.

6. **What awards will be given the winners?** The size and kind of awards to be given to the contest winners should be decided at the time the contest is planned and the original announcement made. These decisions must be consistent with the overall purposes of the contest. The number and skill of the contestants will be influenced by the number and kind of prizes offered. It is important to remember that the precedents established by a contest, especially in the area of awards, should be such that they can consistently be used in the future.

Final Thoughts On Contests. The success of a contest depends on the success of the planning that has been done. All available publicity media should be used not only to encourage participation but to recognize the winners. It is not necessary to provide expensive prizes or cash awards since recognition for accomplishment ought to be the chief concern.

Shooting Programs

DICK MILLER, Consultant, Sportsmen's Service Bureau, Crown Point, Ind.

We are told that we cannot manufacture time. Yet, distinguished scholars, philosophers, and historians tell us that our improved technology and manufacturing know-how have added 12 hours to every week—12 hours of leisure.

We are further informed by these distinguished gentlemen that if we are to enjoy fully the fruits of our ingenuity, it becomes imperative that we must put those 12 hours to work re-creating ourselves, and in the case of recreation directors, directing others in their efforts to find a wise use for leisure, to re-create, as we choose to call the process.

To further set the stage for the importance of our efforts, we are told that recreation is no longer a luxury or choice. The sociologists inform us that if we are to maintain physical and mental balance in today's rocketing world, we must turn to some form of recreation. And, for the fraternity of NIRA, this means that we must find

and offer suitable recreational outlets to those who look to us for an answer to the problems involving their continued existence.

How best can we do this? Perhaps we ought to take inventory of the known methods. Not necessarily in the order of importance, we have the contact or active sports, such as baseball, softball, and basketball. Then there is golf, bowling, tennis, badminton, table tennis, swimming, and in a few cases, curling.

All of these recreation activities meet a need for a percentage of industrial operations and personnel. Another area of recreation in which much re-creating is possible is certainly found in the burgeoning field of pleasure boating, and in the time-honored hobby of fishing.

And, in view of my specialized occupation, I would be remiss not to point out the possibilities that the shooting sports offer the recreation director and the recreation total program.

None of us, and none of those who look to us, are more than a generation or two removed from a people who placed hunting and shooting at the top of the list for recreation. Nearly all of us at one time or another have fired a gun, or if we have not, will admit that we have a desire to do so when and if the opportunity presents.

Since the obligation of providing recreational outlets for an additional 12 hours exists each week, and not for just a short summer or winter season, the shooting sports become ideal in that they know no season. Rifle and shotgun programs can and do continue 12 months of the year.

Every individual in our total program owns the same need for a recreational activity to full his or her leisure time. Some of the recreational programs we offer are of necessity limited to the young, active, and athletic. What of those who fall into none of those categories? Men, women, children aged 10 to 70 have distinguished themselves in the shooting sports.

Women are national and international champions in many fields. The 1959 national skeet champion was a 13 year old boy. I once witnessed a shoot-off for the championship of the state of Indiana between a high school sophomore and a man past 70. Incidentally, the youngster won!

Shooting facilities are easily and cheaply provided in almost any industrial concern. And you, the NIRA recreation leader, have at your fingertips, no farther away than the asking, a wealth of material on the organization of shooting programs, from the National Rifle Association, from Sportsmen's Service Bureau, and from the arms and ammunition manufacturers.

Yes, the shooting sports are a natural for any industrial recreation program. They fill all the requirements, and with a minimum of effort and expense. One more observation—I said in the beginning that we have gained 12 hours per week. That applies only to the plant personnel. The recreation director now probably has to add this 12 hours to his 60 hour week. But, in so doing he is adding years to the productive life of other millions. What more can man do for his fellow man?

Club Organization

WARREN WALLGREN, Recreation Supervisor, Theo. Hamm Brewing Co., St. Paul, Minn.

Our Hamm's Skylanders Club was born in March 1957, out of the interest expressed by the employees for an organized recreation program.

Representatives from all parts of the Company were elected by the employees. They fashioned a beginning program of six activities' categories and named the club by contest. The activities grew in 1958 to 11 with 18 separate events, and to 14 basic activities with more than 30 events in 1959.

By necessity, the large representative group of 50 was reduced to a board of directors of 15. The club was incorporated in October 1958.

The board numbers 15 and is comprised of eight directors, five officers, the immediate past president, and the recreation supervisor as club coordinator. The eight directors are elected from each of four areas for two-year terms, four years each. The officers are elected at large for one-year terms. The eight directors, president, treasurer and past president are voting members. The two vice presidents, secretary and coordinator have no vote. These elected people, the chairmen and committees they develop, all serve without pay on their own time.

Membership in the Skylanders is voluntary. Dues are $3. per year matched by the company. The club is governed by the members.

I give you this background of the Skylanders Club to define a parent club.

Activities of a parent club sometimes are referred to as clubs also, such as an oldtimers club, camera club, ski club, etc.

Thus, there are two types of clubs—one of the parent level—one of the activity level.

The quality of leadership in both types determines the success of the club. And the leaders' quality depends on how well they brew "P.A."

Let us see what the first half of the brew is:

P Good communications must be developed—in its broad sense, **Publicity.**

L There must be an **Authority,** such as bylaws, rules of play, etc. fairly **Administrated** to tell, uniformly, what the job is, what authorities are given and what is expected.

A The **Leadership** must be interested to do its best.

N **Needs** of the membership must be satisfied by being alert to changing conditions and development, especially at the parent level.

These are the ingredients of "P"
Now let us see what "A" is:

A **Activity** programming is essential. There must always be a goal to achieve with attention to details.

H The great majority of people are honest with handling funds, sometimes careless. But it's honesty of intentions, integrity in dealings and **Honest** consideration of others' point of views and effect that is stressed here.

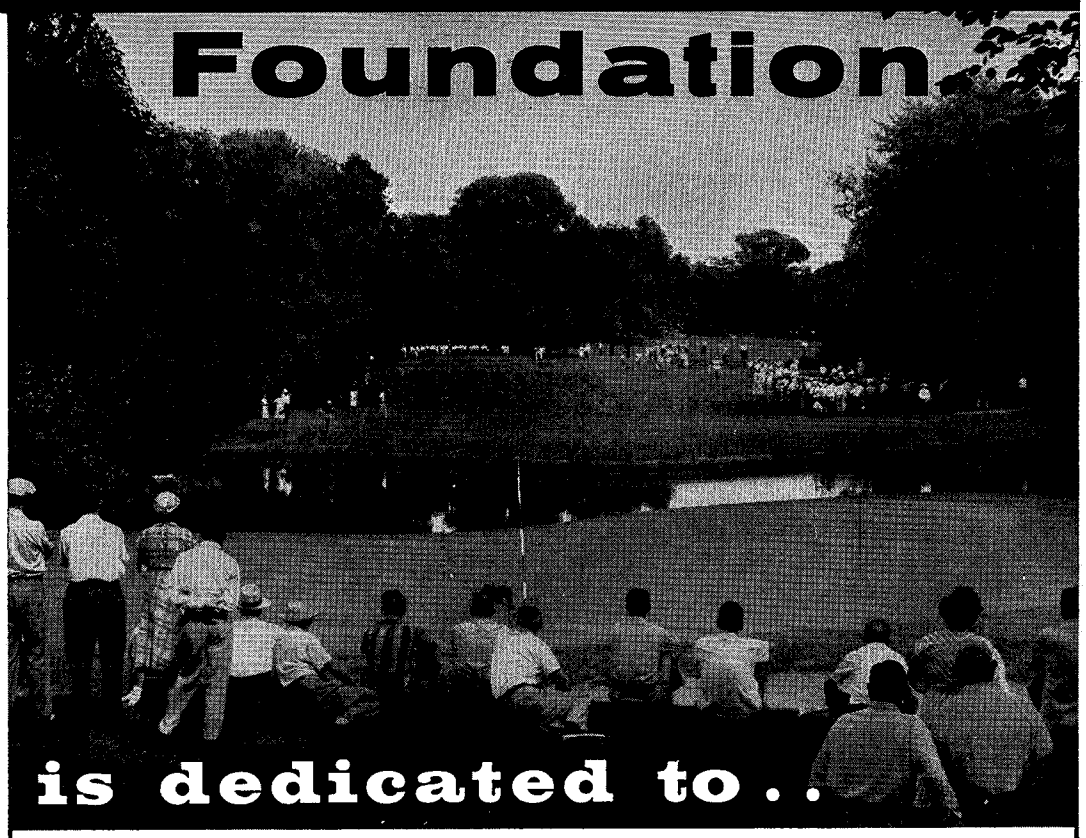
E When a job needs to be done, it must have **Energetic execution** with **encouragement** to subordinates.

A **All** participants of the same membership class must be eligible equally.

D There must be a **Desire** to serve which should be recreated through proper recognition.

To get the full degree of success from this quality controlled brew, "P.A.", not one ingredient can be left out of: PLAN AHEAD

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PANEL IX

Volunteers in the Recreation Program

CHAIRMAN: J. R. Mitchell, Chief of Employee Services
Convair, Div. of General Dynamics Corp., San Diego, Calif.

Selection and Development

CHUCK CRYDER, Director of Personnel, Motorola, Inc., Arcade, N. Y.

When I first found that successful industrial recreation groups were primarily a voluntary group both in their membership and leadership, I looked at these groups with a very quizzical and speculative eye.

I kept looking for the mainsprings that made these groups tick. There were several obvious relative factors such as good facilities, finances, sincere management interest and sponsorship. None of these factors seemed to provide the right answers. It wasn't until I examined the leadership of these groups that I satisfied myself concerning their main sources of motivation. Most of the leadership of these recreation groups fall within the category of chairmen.

What was within the leadership of these chairmen that provided the spark for the success of their activities? Many of the chairmen were not always recognized as supervisors or leaders in their industrial job responsibilities. In some cases they were considered to be problem cases. When I talked to these chairmen personally, one trait or characteristic was very obvious—strong *personal enthusiasm* for the activities that they represented!

Personal enthusiasm then in my opinion is the mainspring or spark plug of successful recreational leadership. This special leadership has no monopoly as to sex, race, color, or creed.

Now that I had completed this simple deduction, the staffing of recreation programs would appear to be quite simple—or is it?

How do you select these enthusiastic chairmen of your recreation activities? Do you leave these decisions to chance? I am sure your experience has indicated that you must help choose these people carefully or you'll find yourself working day and night trying to support a weak, failing program. I try to find and identify these people every day as I conduct my daily responsibilities and maintain a backlog of them to spearhead recreation activities. As you would expect, the activities assigned to chairmen need to be within their scope of interests. They also need to be well accepted by recreation groups and be available for special meetings.

After selection, the development of chairmen is a most interesting and rewarding phase of recreation programs to me personally. I usually follow the basic training programs for conference leaders in assisting their personal development as recreation chairman. This training assists them in leading meetings and coordinating the interests of their groups. You can usually find unlimited materials for this development phase from your plant training sections. This development phase is a personal responsibility that cannot be intrusted to mere chance.

After the selection and development of recreation chairmen it is equally important that we maintain and follow up this valuable, rare talent that is so essential to the success of our programs.

How many personal cases can you recall in which your recreation activities seemed to be like the old song about the old soldiers "They Just Fade Away." It is for this reason that one member of our human relations department staff tries to attend each recreation activity meeting either as a participant or source of counsel when needed. A rough agenda is developed prior to each meeting by the respective chairmen to assure their personal identification as chairmen and add to their personal recognition.

I frequently find that a personal letter of commendation to a chairman after he had led an impressive meeting or completed a successful program is well received. A copy of the letter is noted for his personnel folder and a copy is also forwarded to his supervisor.

If we want successful voluntary leadership in our recreation programs, I suggest that we select enthusiastic chairmen, help them develop their leadership by use of conference leader's training and maintain their talents in the same manner that we maintain the most talented members of our industrial organization. They have one of the rarest talents for success in any personal endeaver—personal enthusiasm!

Women Volunteers

MADELINE NORTON, Northwestern Bell Telephone Co. (AT&T), Minneapolis, Minn.

I have learned at this conference that we women present a problem. I heard one man say, "We have the best facilities, auditorium, golf course, etc., but Oh, the Women! What to do with a thousand women."

The title of the discussion assigned to me—"Volunteers in the Women's Activity Program." Webster gives the definition of "volunteer" as "one who enters into any service of his own free will."

This definition would seem to have application to the participants as well as the volunteer leader or helper—it is not a job requirement.

Volunteers in your program offer an excellent opportunity to know the interests and potential abilities of your people. It may offer an outlet for talent not realized on their own job assignments.

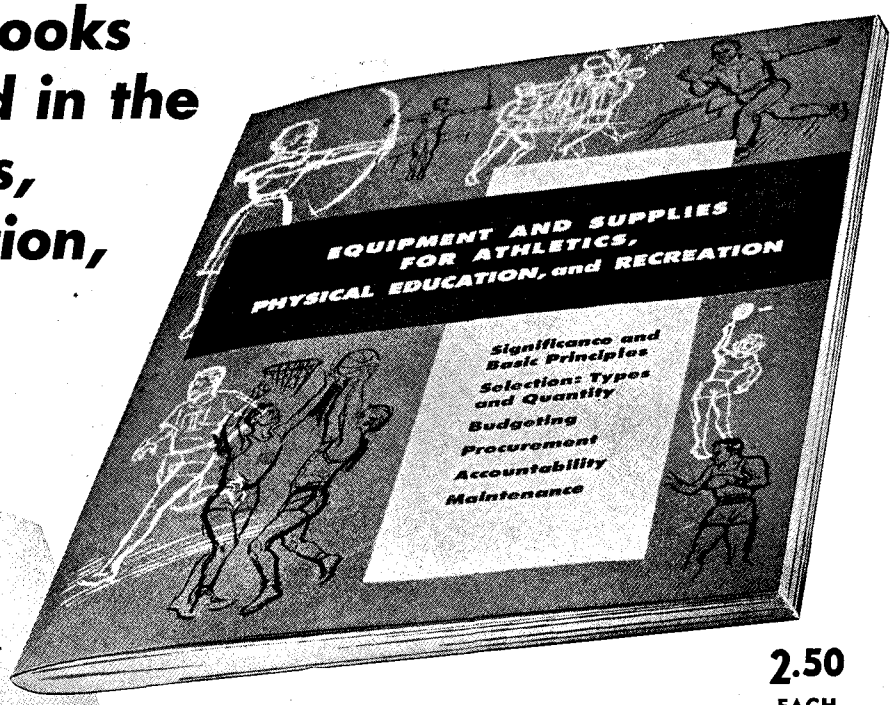
There is a marked difference between Leader, Instructor, and Helper on a given project.

The following are a few important items in considering the qualifications of a Volunteer Instructor—

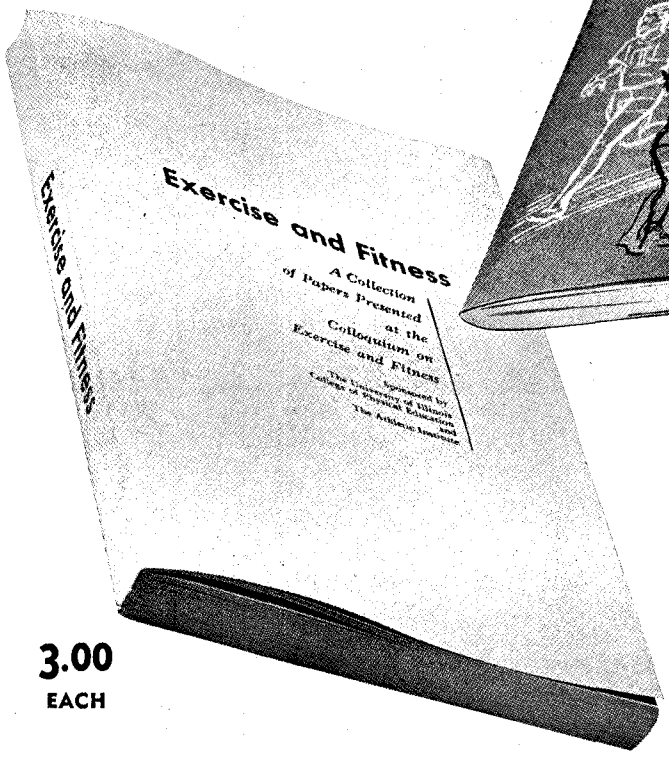
- Is she a natural leader?
- Can she motivate and inspire the group, keeping in mind that the participants are volunteers, too?
- Will she be acceptable to the group?
- Will her home responsibilities and transportation permit her to accept out-of-hour assignments?

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EXERCISE AND FITNESS is a compilation of twenty papers, along with summary, which were presented to the distinguished members of the Colloquium. Included in the work are such titles as "Exercise and Heart Disease—Related Fields for Research," "Exercise, Fitness, and Aging," "Some Psychological Correlates of Physical Fitness and Physique," and "Exercise, Fitness and Weight Control." Essentially the book reviews the effects of exercise on fitness, with a focus on humans, adults, and hygiene, rather than, but not excluding, animals, children, and therapy. It includes both basic and applied research presentations.

Students, researchers, physical educators, doctors, and others will find this text of singular importance.

EQUIPMENT AND SUPPLIES

The Athletic Institute and the American Association for Health, Physical Education, and Recreation co-sponsored a national workshop, composed of outstanding men and women leaders engaged in the conduct of athletic, physical education, and recreation programs, as well as specialists engaged in designing and manufacturing equipment and supplies. Also included among the workshop delegates were school administrators, representatives of state departments of education, and various national consultants.

The result of the workshop is this 104 page book containing chapters on the following: "Significance and Basic Principles," "Selection: Types and Quantity," "Budgeting," "Procurement," "Accountability," and "Maintenance." The material in the manual is based on the reports developed by the Workshop discussion groups. Helpful references and sources of additional information and material are included. Pictures, graphs, charts, have been used to illustrate particular features. The basic purpose of this manual is to facilitate the purchase and use of equipment and supplies in such a manner as to achieve maximum participation, and assure the fullest benefits from programs of athletics, physical education, and recreation.

This manual is designed for use as a textbook for such courses as "Organization and Administration," and "Planning of Facilities and Equipment." It is a valuable reference source for courses dealing in various aspects of sports and athletics. It should be included in the professional library of school administrators; administrators and teachers of athletics, physical education, and recreation; coaches; planning consultants; purchasing agents; manufacturers of equipment and supplies; and others in need of practical information concerning these areas.

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- The type of the activity—beginners or advanced.
- The size and background of the group.
- The marital status of the group.
- The hours of the group—day or evening.
- The cost of the course to the employee and the length of the course.

However, I have been discussing volunteer instructors for a particular activity or project, such as the different crafts—art, rugs, tiles, gift wrapping, sewing, knitting, jewelry, modeling, public speaking, et cetera. The success of your program depends on the volunteers for social functions, and working committee members for the Kiddie Christmas Party, annual picnic, dances, civic and charity drives, dress-a-doll, Santa Anonymous, theatre, ski train, boat excursion, tours, various sports, and many more, as well as the publicity and enthusiasm required for a well-rounded successful program.

The wives of employees have proven of tremendous help in the successful participation of various activities—both special and social—in many of our programs.

The key to a successful program is your women's activities director—her ability as a leader to know and attempt to meet the various recreational needs of the groups she represents. All of our employees have a financial investment in each course in which they participate. This contributes to the need for skilled instructors but does provide the necessary incentive to complete the course they join.

Conducting a Program with Volunteers

JOHN R. CASEY, Supervisor Recreation, Carrier Corp., Syracuse, N. Y.

I would start out by saying that in our company program we find that in most cases, volunteers operating individual phases of a program have proven very successful because we have to face up to the fact that it would be an unsurmountable task for a director to operate the individual activities and continue to keep a well-rounded program operating.

It would surprise me greatly if there were any recreation directors or supervisors in industry whose own activities did not include many community, civic as well as his own company's extracurricular functions in addition to his recreation program, therefore I am sure that most of us welcome good and helpful volunteers to operate activities under your guidance and counseling.

In our company we have a recreation club with elected officers and area directors who first off are the operating body and act as an information and contact source to their fellow employees.

In the first place, these people are contacted to assure the fact that they would be willing to serve as an officer or director which in some cases takes up some of their leisure hours as well as attending club or special meetings on company time. They also have to have their supervisor's approval. Some of these elected members act as volunteers in either setting-up or operating some phases of the program.

Sometimes we find that among the elected group of officers and directors we do not have an experienced person to volunteer assistance in some particular activity, therefore, we have to look to some person who is an interested party in the activity and solicit their help in running it.

Some of our more successful activities in which volunteers are helpful are in the Rod and Gun group whose functions include two yearly fish derbies which are held at separate locations, the first early sessions in May at close-to-home Oneida Lake. A fall derby at Alexandria Bay which is approximately 100 miles travel but always considered a choice location. Also, we run an April through November (open water) fishing contest with prize awarding in late April of the following year.

At our Recreation Park we have a trap shooting range for which the club purchases and sells at cost to the members, ammunition and targets. The club conducts ham and turkey shoots. I point out these activities because we are fortunate in having an elected director who is very much a bug on hunting and fishing and is willing to give plenty of his time in setting up a program.

We also have an elected officer who volunteers to operate the inter-departmental softball, basketball and touch football leagues which are highly popular.

In bowling we have our elected officers for the various leagues, seven men's and one girl's and a mixed league. Of course, the secretaries are paid a fee for their work in computing and issuing score sheets for league play.

In golf, we have a governing body of team captains and a secretary who again receives a fee for his work.

I believe that most of us who have ever been a secretary of a bowling or golf league will agree that the fee does not begin to compensate for the time or headaches involved.

There are many other activities in which we find that volunteer help is needed to assure a good program some of the activities that we operate with a number of volunteers are the club dances where many and good, dependable workers are required. Our program includes a children's dance class in the age grouping between six through 12 years and there are times when the teacher will call on the parents, especially the mothers, when it comes time for costumes for the end-of-the-year review at which time the fathers can be of assistance in the staging and arrangements. To mention one of the company sponsored activities where some of the officers and directors take an active part is the Children's Christmas Party where many hours are spent by a large committee in planning, arranging and finally party day with a show and toy distribution.

Special tournament day in some of our activities such as golf and bowling call for a chairman and a working committee with plenty of advance planning and preparation for special events and prizes as well as a long day—the day of the tournament. Some other activities where volunteers are helpful in the organization and operating, are company representative teams in league competition such as horseshoes, golf, basketball, softball (men and women), table tennis, bridge and pistol teams.

Some other activities which call for several volunteer helpers are our card parties, spring clambake, fall round-up, and especially our Kiddie Day at a close-to-home amusement park where we offer to the children of school age, free rides and reduced refreshment prices upon presentation of their school passing card.

I believe we will all agree that the

volunteer workers are necessary and helpful in operating a good, well-rounded program as you have noted from our approach to a volunteer assistance program we selected from our officers and directors when and if possible, otherwise we look to our overall membership. But, this does not mean the director can forget about the individual activities because there is always the possibility that they might be called on to carry on the activities due to any one of many unforseen reasons that the volunteers might encounter, and would not be in a position to follow through.

Recognition

KEN L. KELLOUGH, Recreation and Welfare Administrator, North American Aviation, Inc., Los Angeles, Calif.

Since we agreed that volunteers in the administration of the industrial recreation program are necessary, we should consider ways and means of recognizing their efforts.

Generally accepted methods of recognition include the following:

Make them a part of the team. Take time to discuss their problems. Be sure they know and realize what authority they possess. Delegation of authority and responsibility is a means of recognition.

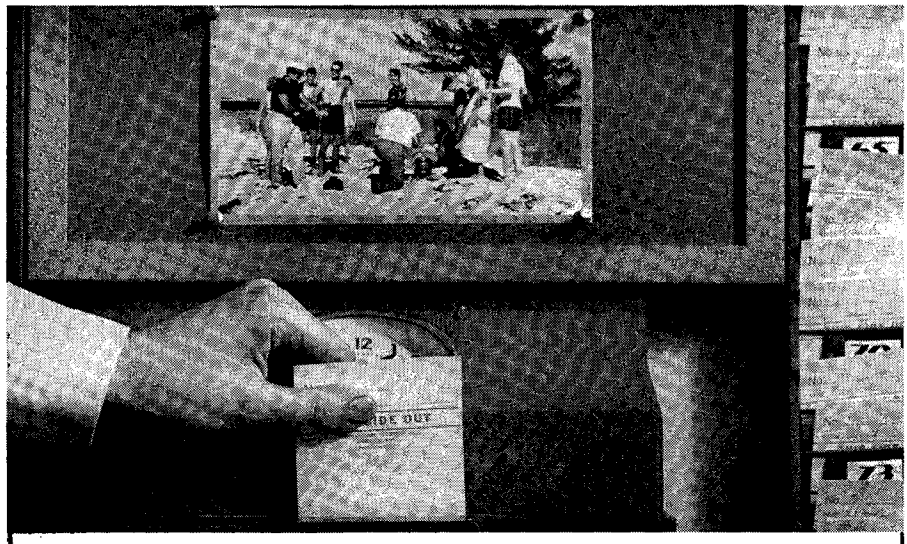
Be sure that the volunteer's supervision is made aware of the importance of the employee's area of the over-all recreation program. It may result in the promotion of the employee.

Publicity. Picture and/or name in plant house organ. Memos to activity group over name of volunteer.

Rewards. Annual dinner—include wife or husband. Certificate. Pin—5-10-15 year. Hall of fame. Xmas card or letter of appreciation for his or her service.

It is self evident that a good program has not only good leadership in the director, but also good leadership among the volunteers. Many methods of recognition not covered above have been advanced and can be profitably used. It behooves us to be ever mindful of the importance of recognition of the volunteers, and I am sure that if we are, we will not neglect the recognition of our key volunteers.

We have spent nearly two hours emphasizing the importance of volunteers, let us not neglect proper recognition. Remember—a weak volunteer leader will hurt your program, strong leaders will make it.



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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

ABC, from page 12

the amendment to the Directors who make recommendations then to the convention. Final action, however, rests with the delegate.

Question: *How much does ABC pay its officers and directors?*

Baker: These men all serve without remuneration. Their expenses are paid when they attend committee meetings, but their activities in their respective areas and their time otherwise is on a voluntary basis. In that respect, they are typical of the thousands who serve on state and local association executive committees without pay.

Ordinarily the association secretary is the only one receiving compensation at the local level, and that usually is a nominal fee except for the areas where work is sufficient to require full or major time attention.

Thus, the voluntary devotion of more than 200,000 men comprising the local association executive committees provides a vital part of the ABC organizational structure.

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Volume III, 1960

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CP28—RECREATION MANAGEMENT

Woman physical ed. instructor with M.A. in Admin., B.A. in soc. science, B.S. in physical ed. seeks recreation position in industry. Athletic coaching experience, general cultural activity skills.
CP29—RECREATION MANAGEMENT

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

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ties and including such operational necessities as top dressing stations, nurseries and test plots for grass.

The layout was approved, and in the spring of 1957 construction began. Fill was hauled in, and the tees and greens were rough graded and left to settle until the next year. The water system for tees, approaches and greens was installed—all 16,000 ft. of it by members. By late fall of 1957, the fairways had been planted, and the dam and pump house for the two-acre, 8 million gallon lake had been completed.

This was real progress for the first year of construction. In the first six months alone, members put in more than 7,000 man hours of labor.

MORE FUNDS, MORE WORK

Yet, in their enthusiasm to complete the course as soon as possible the going seemed slow. Operating under the pay-as-you-go plan, it was obvious that the faster the money came in, the sooner the course would be finished.

As membership approached its ceiling, the club devised an elaborate prize drawing program to induce members to pay off their bonds early. For each extra $5 payment in a month, members were given tickets to draw for prizes valued up to $100.

By the spring of 1958, with the treasury full again, construction went full speed ahead. Tees and greens were finished graded and seeded. The farmland succumbed to bulldozers, dump trucks, rakes and shovels; and by spring 1959, for all practical purposes, course construction was completed.

Now came the most frustrating experience of all—members could only stand back and admire their work. The course had to "cook" all summer long before it could be opened for play in the spring of 1960.

In the meantime, however, members began enjoying other facilities at the club. Members brought their families to the picnic grove and fished in the new lake, well stocked with trout, bass, shiners and blue gills.

Finally, on May 1 this year, the course was open for play. Willowbrook's first season was a smashing success: play averaged close to 600 golfers a week.

Outside contractors finished the shell, wiring and plumbing in the clubhouse, and on Sept. 1, 1960, its doors officially opened for the first social event: Willowbrook Family Day.

Although members are still in the process of interior decorating, landscaping and adding other finishing touches to the clubhouse, the social season is in full swing. For example, the dining room wasn't ready and the shipment of lockers had not yet arrived. Result: the Halloween dance was held this year in the men's locker room.

Today, four years after Willowbrook Country Club was incorporated, McAfee's dream is a reality. Actually, the major construction work was completed in only two and a half years.

Since the work was performed on a completely voluntary basis, the accomplishment is even more outstanding. All of the construction was done by 47 members with 13 work-horses pitching in for almost 80% of the total: Charley Barr, Dave Brown, Stan Dombrosky, Chuck Duncan, Larry and Leo McCormick, Bill Ragan, Bob Smith, Bill Snee, Raphael Weaklund, Carl Zukas, Paul Jeffers and McAfee.

PROS PITCH IN

Merle Watson was hired in 1957 as the first full-time employee and has since been joined by four others in maintaining the 160 acre course. Two men are presently employed part-time in the clubhouse and pro shop.

McAfee himself was hired as full-time manager in 1959 and has been acting as course superintendent.

Except for the clubhouse, two-acre lake and power line installation, Willowbrook is literally a self-made club. However, without outside professional help, it is questionable if Willowbrook would exist today.

McAfee cites the advice given by the National Golf Foundation as of utmost importance and extremely valuable. He also singles out Krigger & Co., Harris Pump and Supply, Agrico Fertilizer and O. M. Scott and Sons as a few of the industrial concerns that provided assistance.

Union Switch & Signal also played a key role in getting the project off the ground. Although not financially involved, the company officials, many of whom are members, sanctioned the idea from the start. The company offered their printing facilities for the club's use, permitted club officers to do much of their contact work on company time and permitted the monthly club collections to be made in the plant.

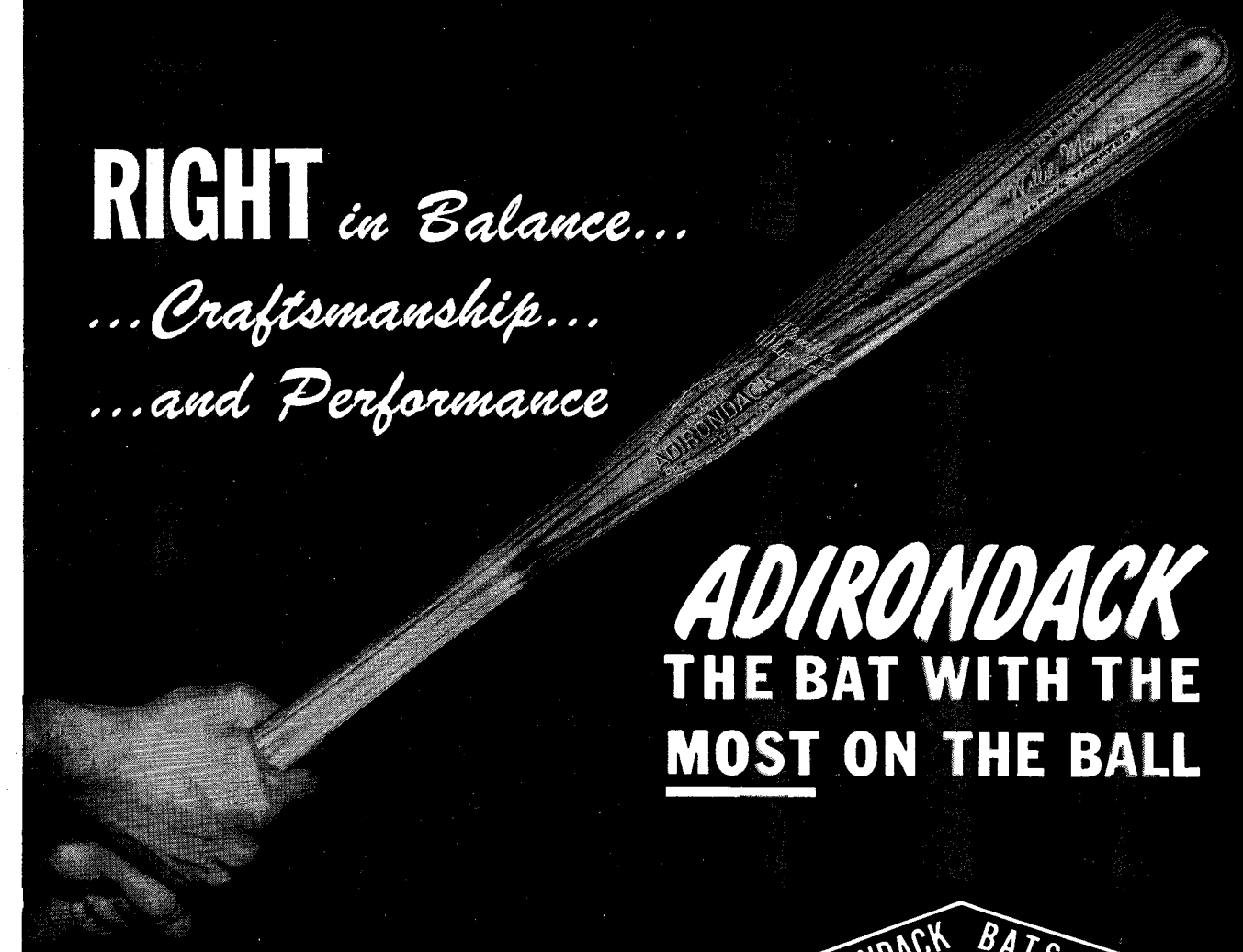
Willowbrook Country Club stands today as an inspiring example of what men can do through teamwork and individual initiative to provide for their own recreational needs.

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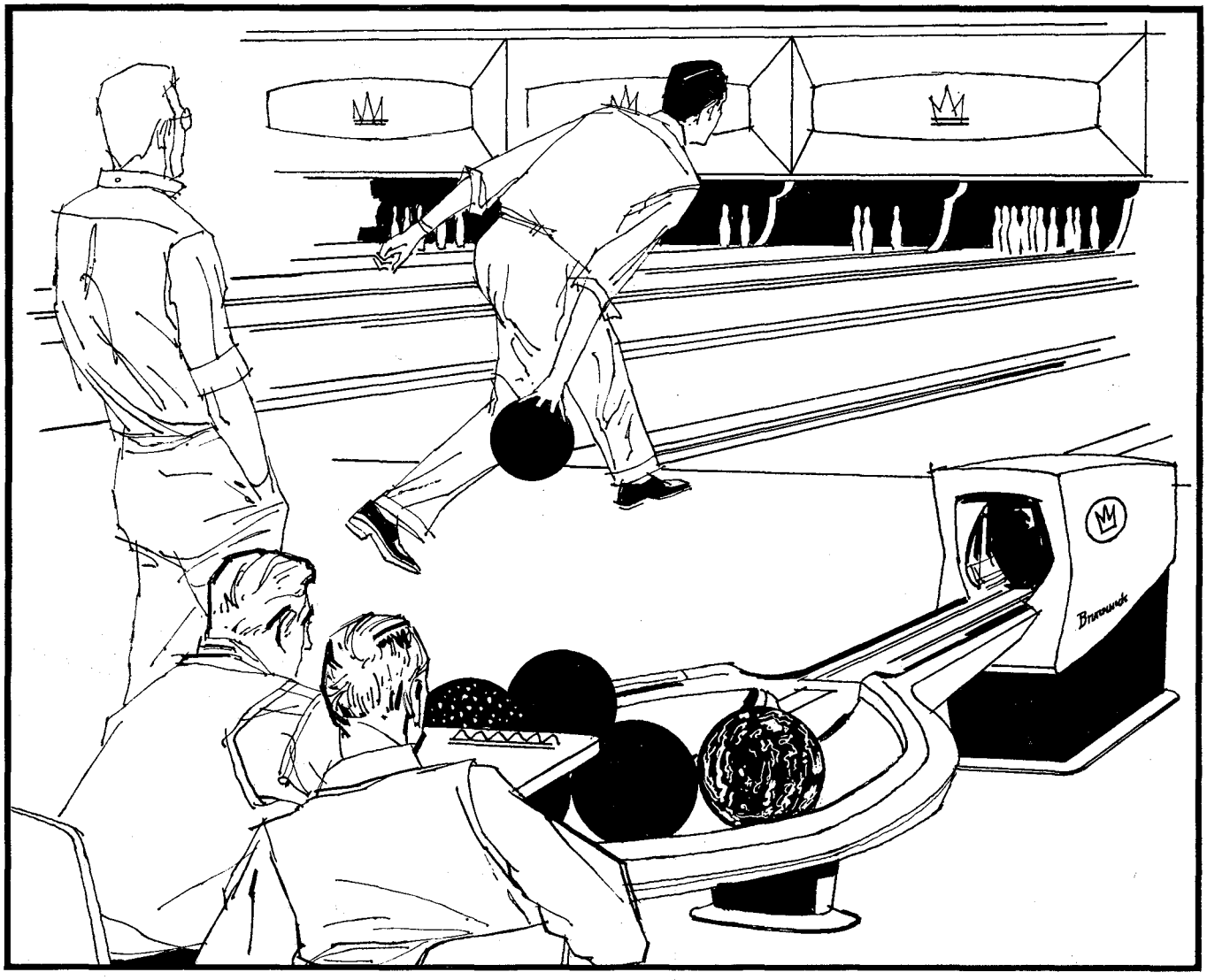
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RECREATION MANAGEMENT

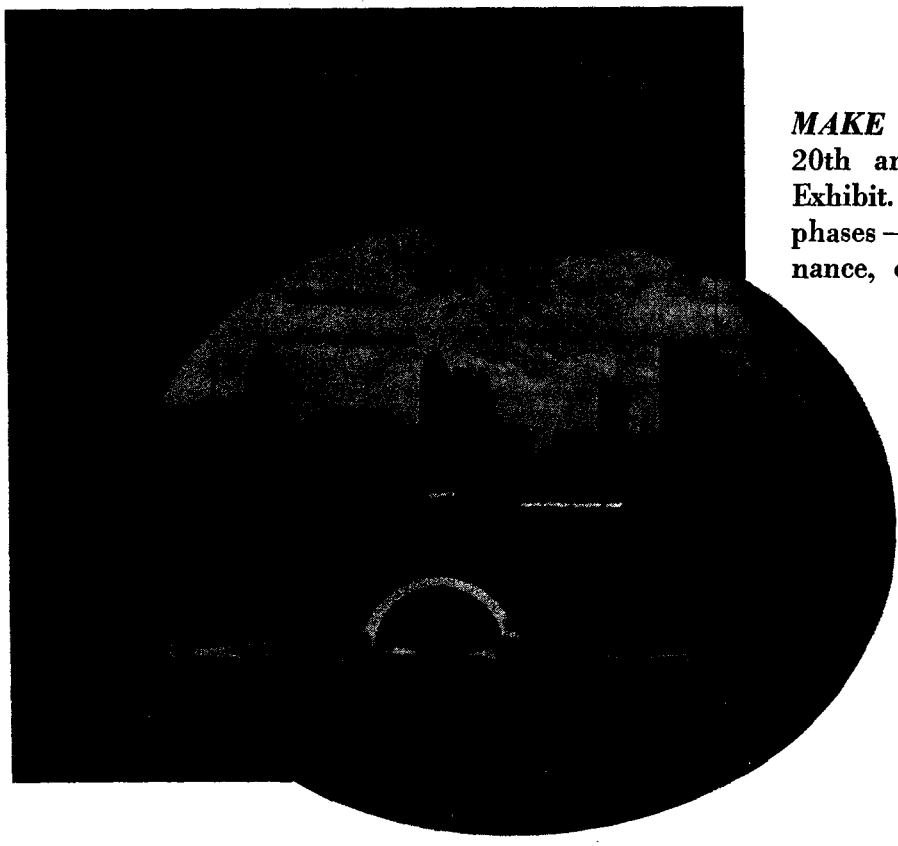
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



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NIRA CONFERENCE and EXHIBIT



MAKE PLANS now to attend this year's 20th anniversary NIRA Conference and Exhibit. Comprehensive program covers all phases — organization, administration, finance, operation — of employee activities.

HEAR AND SEE top speakers, demonstrations and exhibits which kindle new ideas and keep you abreast of trends.

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HELP AND BE HELPED in panel sessions where the give-and-take solves your recreation problems of today and tomorrow.

REGISTRATION FEES: $40 for NIRA company and branch members; $50 for non-members wrap up a four-day bargain package which includes three luncheons, annual NIRA banquet and floor show, opening reception and tour plus admittance to all sessions and special events, souvenirs, door prizes, copies of conference program, directory and proceedings. Daily and single session registrations may also be requested at proportional rates. Room rates at the Hotel Sherman conference headquarters run from $8-$15.95 single and $11.45-$19.95 double. Room reservation and advance registration forms will be enclosed in the May issues of the R/M and the NIRA Newsletter.

Special wives program ($20) will feature sightseeing tours, fashion show, luncheon and other special activities of the conference.

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The president of one of its founding companies pauses to wish continued success and to . . .

SALUTE NIRA on its 20th year of service to industrial MANAGEMENT

Naturally, we at Brunswick are interested in all phases of recreation—it is our business. Apart from this, however, we feel strongly that sound recreational programs for employees do have an important place in the plans of modern industrial management. The value of these programs is easily determined: they help release tensions, improve morale, create job satisfaction, develop friendships, and maintain physical health.

Moreover, a company sponsored recreational program is an excellent way for the company to demonstrate its concern for employee welfare in a non-paternalistic fashion.

No group is more aware of the beneficial aspects of industrial recreation than the National Industrial Recreation Association, now celebrating its twentieth year of service. Since its inception, this organization has worked to improve the program caliber and upgrade professional standards within the industrial recreation field.

At Brunswick, we recall with pride the small part we played in the formation of this outstanding organization back in 1940. Two Brunswick men who helped establish NIRA were C. P. Binner and Ralph M. Voorhees. Binner cooperated in the original survey which established objectives for the industrial recreation organization; Voorhees was NIRA's first treasurer.

Another enthusiastic supporter of the association was Hugo Goldsmith, former president of P. Goldsmith Sons, Inc., now MacGregor Sport Products Company, a subsidiary of Brunswick. In addition, many other companies and individuals contributed valuable time and money in those early days to make NIRA's start a successful one.

It is only fitting that we take this opportunity to salute the National Industrial Recreation Association on its Twentieth Anniversary and wish it continued success in its important work during the next twenty years.

B. E. Bensinger

B. E. Bensinger
President
Brunswick Corporation



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IN FEBRUARY R/M

SPORTS FOR THE HANDICAPPED

"Amputees, sure. Handicapped, No!" is the motto of the National Amputee Golf Assn., which, with other sports organizations, is successfully contributing to both the physical and mental rehabilitation of handicapped employees. Read what industry is doing to speed adjustment to normal living.

AFTER LITTLE LEAGUE, WHAT?

Hundreds of companies are convinced of the benefits in sponsoring Little League teams for employees' children. But what about the kids 13 years of age and older? R/M reports on the costs and organizational requirements of intermediate boys baseball.

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UNION CARBIDE, Texas City, Texas, retiree, J. J. Jones, golfs nearly every day, scoring regularly in the 70's. Here he teaches the sport which has given him years of enjoyment to his six-year-old grandson.

They don't *RETIRE*

A golfer doesn't want to give up the game for bird-watching, nor will a bowler switch to stamp collecting. Yet this is what retirees are being urged to do to "fill" their leisure hours

Read almost any book, pamphlet or magazine article on retirement preparation.

You'll learn how urgent it has become for every American 40 years of age or older to take up basket weaving, coin collecting, flower arranging or some similar sedantary hobby.

The authors stress that by developing hobby interests early in life, tomorrow's senior citizen will find happiness during his "golden years."

This, of course, is good advice, to a degree, and has worked—for some. Then there are others who can't quite get interested in making models. Well, what about sports? What about it, the experts rarely mention the word.

Read enough of this retirement literature and you get the impression that the nation's 25 million bowlers, 10 million golfers and countless millions of other sportsmen will give up their favorite activities when they reach 65.

The general feeling seems to be that after working 45-55 years for a living, we will be too enfeebled to do anything standing up. But before we push everybody into the rocking chair, here's a list of 21 sports activities that can be recommended for persons 60 years of age and older:

Archery, billiards, boating (motor, sail, canoe, slow rowing) bowling, croquet, curling, camping, fishing, golf, hiking, horseshoes, hunting, lawn bowling, riding, shooting, shuffleboard, skating (mild), swimming, table tennis, tennis, volleyball.

More important, this idea of sports for retirees is based on practice, not theory.

• The 310 members of the Dow Retiree Club, Dow Chemical Company, Midland, Mich., meet three times a week in the Community Center where they participate informally on the rifle range, pool tables and shuffleboard courts. In addition, the Club sponsors a golf league with a 14-week schedule and a 16-week rifle league.

• Among its many activities, the Allis-Chalmers Retired Employees' Recreation Club, Milwaukee, Wis., sponsors an annual golf tournament with ages of players averaging 71-72 years. Company retirees play the Allis-Chalmers golf course without charge.

• Eastman Kodak Company, Rochester, N. Y. has 32 "OldTimers" teams bowling regularly, including a four-team Senior Women's League. Average age: 68. The Retired Members' Golf League plays a 22-week season at five courses.

• Bowling, billiards and shuffleboard are popular weekly activities for retirees at four Anaconda Company recreation centers in Montana.

• Some 50,000 amateur golfers belong to 50 Senior Golf Associations which have begun springing up in all corners of the nation the last five years.

These are but a few of many examples. The trend is expected to reach major proportions by 1970 when the U. S. population of persons over 55 will jump from its present 31 million to an estimated 39 million.

While the sports enthusiast has maintained his interest through the years, he has not always been financially able to participate after retirement. Yet even this barrier is being overcome by widespread pension programs coupled with social security and financial counseling.

The Wall Street Journal reports that today three times as many people (3.3 million) over 55 have incomes in excess of $5,000 per year than did in 1950.

Industry is also convinced that the arbitrary retirement age of 65 does not apply to sports activity.

Both MacGregor Sport Products and A. G. Spalding & Bros. are introducing new golf clubs expressly designed for the senior citizen.

To put more snap and power into rusty swings, the lower part of the shaft on the MacGregor clubs has been made more flexible. The upper part of the shaft is rigid so that the older golfer will be able to maintain control while hitting for greater distance.

As a result of many requests, mostly from older hunters, Winchester-West-



SPORTS INTEREST remains high. Milwaukee Braves sportscaster interviews two of 500 Allis-Chalmers retirees who traveled en masse to County Stadium last year.

rom sports

ern Division of Olin Mathieson Chemical Corp. has concentrated on a number of "Featherweight" shotguns with reduced recoil. Lightest of the group, the Model 59, weighs 6½ lbs., about two lbs. less than standard. Its barrel is made of fiber glass bonded to a thin steel tube.

And, of course, the golf cart industry is one business that owes its very existence primarily to the old folks' market. This spring will see at least 70,000 electric carts in service.

So, like the bumblebee who hasn't been told he can't fly, the retiree continues, frequently more avidly than before, to pursue his favorite form of physical recreation.

His reasons for doing so satisfy all the requirements set down by retirement counsellors when they recommend other types of leisure activities:

Interest. One of the toughest problems of retirement counseling is to interest the prospective retiree in developing a hobby. As a nation of sports lovers, most of us have at least a passive interest in one or several sports activities. With a minimum of opportunity, these can be developed into satisfying pastimes that ease the adjustment to retired living.

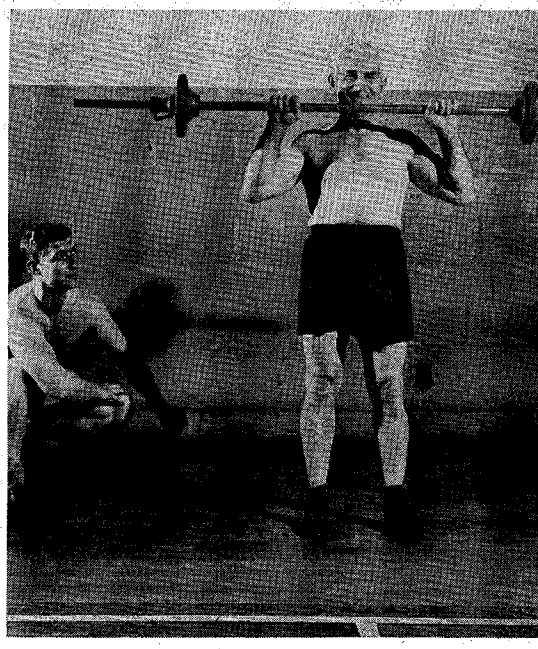
Companionship. Retirees are urged to maintain old friendships, make new contacts. This has always been one of the strongest characteristics of sports.

Cost. For many, retirement merely means more time can be spent on a sports hobby. They already have most of the equipment. For others, sports equipment costs and fees are certainly comparable to woodworking, stamp collecting, etc., if these are to become fully developed hobbies.

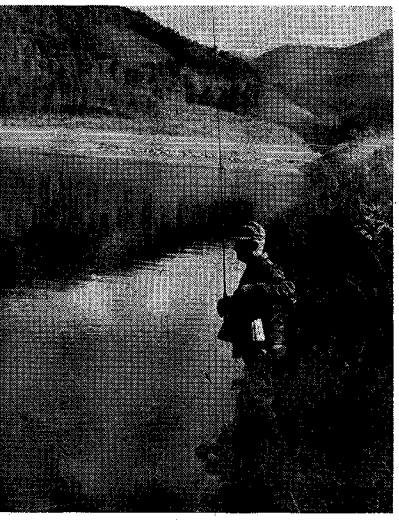
Physical health. Through inactivity alone, older people have become virtual invalids. Doctors prescribe regular exercise as an essential rule for good health among the aged and have warned that unused energy may be equally as hazardous as overexertion.

Mental health. The Allis-Chalmers medical division is convinced that the company's Retired Employees' Recreation Club has helped immeasurably in getting aged and ailing employees back on their feet. In many cases it's a mental problem that has caused physical deterioration. Researchers have found evidence that people live longer if they continue to encounter a reasonable number of problems and meet challenges within their capabilities.

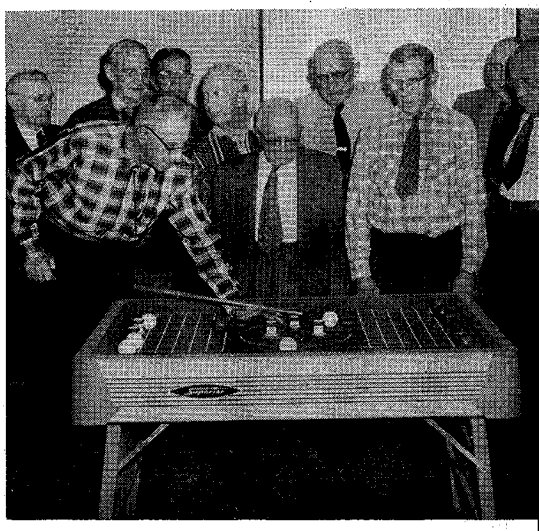
In many ways sports can play a major role in helping retirees to adjust successfully. None of these possibilities should be ignored, and much can be done to develop the potentials of this useful counselling tool.



FORD employee, Ben Blancon, took up weight-lifting at the youthful age of 62. He's living proof of the adage, "You're only as old as you feel." He is also an excellent swimmer.







FISHING (left), probably the most popular retiree activity, offers peaceful solitude, and a consuming interest to this former Champion Paper & Fibre employee. ***SHUFFLEBOARD*** tournament (center), a regular activity of the Dow Retiree Club, Midland, Mich., provides moderate exercise, a test of skill and competition. ***BILLIARDS*** (right), or any of its many variations, is another ideal retiree sport. This table in the clubhouse of the Diamond Alkali Company's Retirement Club, Painesville, Ohio, draws heavy play year around.

Does *industrial recreation* PAY?

NIRA pilot study examines relationships between recreation participation and its benefits to the company and employee

In a series of five articles, RECREATION MANAGEMENT reviews the first result of an extensive research program undertaken by the National Industrial Recreation Association: the pilot study, "Does Industrial Recreation Pay?"

To achieve its purpose, this pilot study, first, investigated whether any specific relationships could be established between an employee's participation in industrial recreation and certain favorable characteristics of employment; and second, the extent to which various categories of employees participate and the reasons why some people participate while others do not. The latter will be covered in subsequent articles.

The study was undertaken by Rajendranath Chowdhary as the thesis for his M.A. degree at the University of Minnesota. He was advised by Dr. H. G. Heneman, Jr., professor of economics and industrial relations and acting director of the Industrial Relations Center, University of Minnesota.

To 500 industrial recreation directors assembled at the 1959 NIRA Conference, Robert G. Dunlop, president of Sun Oil Company, succinctly rephrased a familiar problem and restated its perplexing challenge:

"It is interesting that while we recognize recreation programs in industry as being beneficial, there is considerable vagueness in pin-pointing just what these benefits are. Perhaps this is so because it is difficut to measure quantitatively the effects of a recreation program upon its participants in terms of on-the-job behavior.

"There seem to be few research studies on this subject. Those studies with which I have had contact do not give conclusive evidence of the relationship between employee participation in recreation programs and such indices as absenteeism, productivity and job stability."

NIRA committed itself to find the answer for Dunlop as well as the management of 25,000 other firms which spend a total of $1 billion a year on recreation.

As the first step in a recently approved, extensive research program, the Association made a grant to the University of Minnesota to conduct a pilot study, "Does Industrial Recreation Pay?"

The problem was not so much to single out possible benefits as it was to find a way to test assumptions and prove the results. As a pilot study, its purpose was to explore the subject thoroughly and find the best methods for conducting additional research.

Plans to undertake future studies based on the pilot study findings are being developed by the NIRA Research Committee headed by Research Director Gordon L. Starr, professor at the University of Minnesota. Hence, the pilot study results, while certainly revealing, are not to be considered conclusive.

The study, which was completed late in 1960, was confined to four NIRA member companies in the Minneapolis-St. Paul area. The recreation programs conducted by these companies are summarized as follows:

Company A: Program administered by Employee Recreation Assn. with elected board of directors representing all departments of company. Supervised by highly qualified, full-time recreation director. Individual activity groups also elect own officers. Income: $1 ERA dues, individual activity fees, vending profits, salvage sales and company contributions for special events. 62% of the employees actively participate in the recreation program.

Company B: No centrally organized ERA. Program, open to all employees, is supervised by service club of male employees who have been with the company 10 or more years. Individual activities elect own officers. Part-time, voluntary recreation director. Income: individual activity fees, vending profits, service club contributions. 30% participate.

Company C: No organized ERA. Employees organize individual activities, elect officers and assess dues. No full or part-time recreation director. No family participation. Grants for new activities cleared through personnel dept. Income: activity fees; for new activities and special events—90% vending profits, 10% company contributions. 27% participate.

Company D: Well organized ERA with elected officers, full-time recreation director. Individual activities elect officers and charge fees. Income: $3 ERA dues, activity fees, proceeds from special events. Company contributions match ERA dues. 52% participate.

RELATIONSHIPS BETWEEN PARTICIPATI

I. ABSENTEEISM AND PARTICIPATION

		Low	High	Total
COMPANY A:	Participants	166	102	268**
	Non-Participants	68	85	153**
COMPANY B:	Participants	127	60	187
	Non-Participants	276	150	426
COMPANY C:	Participants	22	22	44
	Non-participants	60	57	117
COMPANY D:	Participants	26	10	36
	Non-Participants	25	7	32

II. ACCIDENTS AND PARTICIPATION

		No Accidents	Accidents	Total
COMPANY A:	Participants	255	13	268
	Non-Participants	141	12	153
COMPANY B:	Participants	175	12	187
	Non-Participants	405	21	426
COMPANY C:	Participants	41	3	44
	Non-Participants	113	4	117
COMPANY D:	Participants	34	2	36
	Non-Participants	30	2	32

Five hypothetical "yardsticks" were selected for analysis —absenteeism, accidents, job efficiency and character ratings, promotions and morale.

Data was compiled from detailed questionnaires sent to a sampling of 10% of the employees in each company, through lengthy interviews with company officials and from company records.

Expected to be the most reliable source, company records proved to be of little value. In some cases appropriate records had never been maintained; in others, information was not kept up-to-date. Uniform standards were lacking in many cases and some records were withheld because of the confidential nature of the employee's job. Finally, only the records from companies A and D as they pertained to absenteeism, accidents and efficiency ratings were used, and these are not included in the tables reproduced below.

A proven statistical formula, known as the Chi-Square test, was then used to find if any significant relationships existed, from the data compiled, between recreation participation and the five selected yardsticks. The significant relationships thus determined are indicated in the tables.

A cursory inspection of the tables below indicates the strict demands of the Chi-Square test. For example, there would seem to be a significant relationship between morale and participation (Table V) for Company A, but the Chi-Square test shows none.

Based on the data obtained and the methods used, the results of this exploratory study of recreation benefits prove that significant relationships can be found in all but one of the hypothectical yardsticks tested.

Absenteeism. (Table I) A highly significant positive relationship between participation in industrial recreation and low absenteeism was found to exist at Company A. While recreation participants in Companies B and C have slightly better absentee records than non-participants, the relationship is not significant.

Accidents. (Table II) No significant relationships were found between participation and low accident rates in any of the four companies. This "accident yardstick," however, never had widespread support as a recreation benefit.

Job Efficiency. (Table III) Data from employee questionnaires show a significant relationship with job efficiency in Company D. Company records which also included character and attitude ratings (not shown in tables below) also indicated a significant relationship between participation and job efficiency among office employees at Company A.

Promotions. (Table IV) Significant relationships were found in both Companies B and D. Though not significant, promotion records for participants were superior to non-participants in the other two firms.

Morale. (Table V) Significant relationships were found in Company B and, especially, Company C which showed a very high significance between participation and morale.

What generalizations can be made on the basis of these results? In the last case, for example, do the results indicate that the recreation programs at Companies A and D have failed to maintain or improve morale? Or, does the lack of significance result only because recreation is but one of several causes which have raised morale to its relatively high standard among all employees of these two companies?

Many similar questions arise when the results are analyzed. These must await future researchers.

The end result will be a provable method to judge the effectiveness of a recreation program. However, no one should expect that the results of such studies could ever be generalized in a sweeping statement such as, "lower absentee rates will result from a recreation program," without adding the qualification, "providing that program is well organized and financed, administered by qualified leadership and programmed to met specific recreational needs."

The four companies in the pilot study illustrate this point. They represent extremes in recreation organization and leadership. While low absentee rates may be found to be a direct result of an efficient, well-run industrial recreation program, they certainly will not result from a poorly organized, unpopular, hit-and-miss program.

This initial study is the first important step taken, as R. G. Dunlop would say, "to measure quantitatively the effects of a recreation program upon its participants in terms of on-the-job behavior."

The door has been opened for more extensive efforts which determine the proper measurements for evaluating recreation programs and thereby provide the often-sought "conclusive" proof that industrial recreation, properly conducted, does pay.

NEXT MONTH: What Factors Effect Participation?

INDUSTRIAL RECREATION AND SELECTED EMPLOYMENT CHARACTERISTICS*

III. JOB EFFICIENCY RATINGS AND PARTICIPATION

		Improved	Not Improved	Total
COMPANY A:	Participants	206	62	268***
	Non-Participants	108	45	153***
COMPANY B:	Participants	142	45	187
	Non-Participants	295	131	426
COMPANY C:	Participants	32	12	44
	Non-Participants	78	39	117
COMPANY D:	Participants	24	12	36**
	Non-Participants	12	20	32**

IV. PROMOTIONS AND PARTICIPATION

		Promoted	Not Promoted	Total
COMPANY A:	Participants	78	190	268
	Non-Participants	36	117	153
COMPANY B:	Participants	76	111	187**
	Non-Participants	127	299	426**
COMPANY C:	Participants	12	32	44
	Non-Participants	24	93	117
COMPANY D:	Participants	5	31	36**
	Non-Participants	0	32	32**

V. MORALE AND PARTICIPATION

		High	Low	Total
COMPANY A:	Participants	181	87	268
	Non-Participants	90	63	153
COMPANY B:	Participants	109	78	187**
	Non-Participants	193	233	426**
COMPANY C:	Participants	33	11	44**
	Non-Participants	39	78	117**
COMPANY D:	Participants	26	10	36
	Non-Participants	20	12	32

Significance *of the relationships between participation in industrial recreation and these five selected "yardsticks" was determined by the Chi-Square Test, a statistical formula developed for this purpose. Those cases which show a significant relationship between participation and the employment characteristic being tested are indicated as follows:*

***Significant relationship*

****Significant relationship only with office employees*

Sources: interviews, questionnaires, company records



BEST KNOWN for his work with industrial sports tournaments, Ray Detrick, Goodyear's manager of special activities, is a man of many jobs including the operation of his company's recently modernized bowling lanes.

Industrial recreation's

SPORTSMAN OF THE YEAR

Ray Detrick, originator of the national industrial golf and bowling tournaments, earns a long overdue tribute

To honor outstanding achievements in industrial sports, *Recreation Management* last year named Harvey Sterkel, Stephens-Adamson Mfg. Company's world champion softball pitcher, as the first Industrial Sportsman of the Year.

This year, instead of recognizing an outstanding sports performer, R/M has chosen to pay long overdue tribute to a man who, more than any other individual, has made these performances possible.

This one man, Ray Detrick, was instrumental in the organization of three of the six most prominent national industrial sports events: the National Industrial Bowling Tournament, the Mid-West Industrial Golf Championships and the National Industrial Basketball league.*

**The other three: Armco Industrial Trap Shoot, ASA Industrial Slow-Pitch Championships, NIRA-NRA Postal Shooting Matches*

The 62-year-old recreation professional at Goodyear Tire & Rubber Co., Akron, Ohio, began his career at Mount Union College, then at Ohio Wesleyan University where he compiled enviable records in 16 years as varsity basketball coach. It was in that capacity that Detrick joined Goodyear in 1939.

Until World War II interrupted Goodyear's varsity basketball program, Detrick-coached teams always were on or near the top of the tough National Basketball League of which the Goodyear Wingfoots were then a member.

Although Goodyear released its franchise in the NBL following the war, Detrick revived the company's basketball program, played a leading role in organizing today's National Industrial Basketball League and led Wingfoot teams into competition until 1951. Then he turned his coaching chores over to Chuck Bloedorn, who is now Goodyear's director of recreation.

In 1943, Detrick took on additional duties as company recreation manager. Working under Bid Edmund, who was later to serve two terms as NIRA president, Detrick noted the rapid increase of industrial recreation programs throughout the nation.

While intramural type sports programs were flourishing, there was no organized inter-company competition, other than on a local basis, for these employee championship teams.

FILL THE TOURNAMENT VOID

Immediately after World War II, Detrick took steps to fill the void. In 1946, under Goodyear sponsorship, Detrick ran the first Mid-West Industrial Golf Tournament in Toledo, Ohio. Only 13 teams showed up.

Detrick stuck with it, however, as he has to this day. Soon, under the plodding persistence that marks all his efforts, the meet began building up.

By 1948, the entry list had doubled, and, after two more years, redoubled. This August when Detrick moves his traveling tournament to the Purdue University golf course, well over 100 teams will compete for the 16th annual Mid-West championship.

continued on page 12



FAMILIAR SIGHT to industrial golfers, is this shot of Detrick (2nd from right) awarding the championship trophy at the Mid-West Industrial Golf Tournament.



Bowling's a great way to meet new people...make new friends!

Men or women...all of your employees go for bowling in a great big way. Reason: There's nothing like bowling to help people get acquainted and have fun together. And, bowling lifts morale, keeps workers fit, builds a real *team* spirit. No wonder more and more companies are starting bowling programs!

To get your own bowling program under way, call on your local "Magic Triangle" bowling proprietor. He'll help you organize teams, set up schedules, even instruct beginners. What's more, he offers you the *best* in bowling. Good service, pleasant surroundings, and bowling equipment by AMF—featuring AMF Automatic Pinspotters with the exclusive "Magic Triangle" Signaling Unit. Contact your "Magic Triangle" bowling center now, and let your employees in on the fun of bowling.

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BERLIN OUTDOOR SEATING

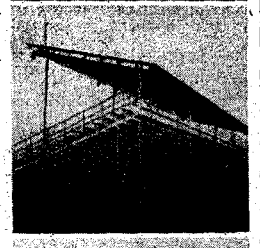
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Three types of construction: Standard — furnished with 2"x10" select structural Douglas Fir seat boards. Alternate — All aluminum seat boards. Alternate — grandstand furnished with (2) 2"x6" structural Douglas Fir seat boards.



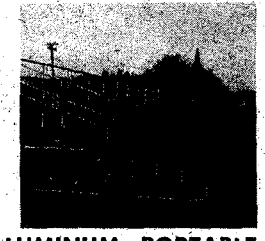
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BERLIN SEATING ENGINEERS

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SPORTSMAN, from page 10

No golf tournament is easy to run, and Detrick has never looked for short cuts. In 1958, he broke the meet into three divisions, both for teams and individuals, based on average scores. This, of course, tripled the paperwork.

Each year, Goodyear ties in with a local company which, as co-sponsor, undertakes a good portion of the work load. But a brief check on Detrick's end of the operation shows how seriously he takes his responsibility.

A RIGOROUS HOBBY

Shortly before tournament time, Detrick will load his station wagon with an office full of entry forms, score sheets and the entire tournament history, and drive several hundred miles from Akron to the tournament.

He'll unload, dead-head back to Akron and reload hundreds of dollars worth of trophies and merchandise prizes which, from bitter experience, he won't let out of his sight.

Back at the tournament site, he'll set up his fabled scoreboard and score-keeping system which rivals a PGA tournament. Last year, forced to play two courses located five miles apart, the Ford ham radio club was pressed into action relaying scores to tournament headquarters.

Watching Detrick go through his paces every year, people wondered how he could endure the agonies of the golf tournament plus his other baby, the National Industrial Bowling Tournament, as extra, volunteer duties.

The same thought apparently occured to Detrick. In 1958, he turned over administration of the bowling meet to the National Industrial Recreation Association.

Detrick organized the bowling tournament in 1948, after experience with Mid-West golf convinced him this was a worthy type of activity with a potential for success.

As with golf, the bowling meet has, at times, traveled a rocky road, but this March, a record smashing 96 teams are expected to enter the tournament, co-sponsored by Allis-Chalmers Mfg. Co. in Milwaukee (see page 20).

The Detrick tournaments set the pattern for other industrial sports events. Primary distinction and probably the basic reason for their success lies in the eligibility clause: "all individuals must be bona fide, full-time employees of the company they represent." This rules out all "ringers" and places competition on a strictly amateur, workingman's level.

In keeping with this theme, Detrick ruled out money prizes, limiting awards to trophies and merchandise.

The effect of these two rules is felt in the mounting spirit that builds up during each tournament—the men play "for" the company as they once played for their school.

MAN OF MANY HATS

Detrick puts his heart into his tournament "hobby" with the same devotion he gives his regular duties at Goodyear. As manager of special activities, Detrick concentrates on the company's varsity and children golf and bowling programs, supervises bumper vegetable harvests on 43 acres of employee garden plots and oversees the operation of the Goodyear bowling lanes.

His work at Goodyear, in itself, deserves recognition from the nation's industrial recreation directors. But it is for this man's outstanding national contribution to industrial recreation that he has earned acclaim as Industrial Sportsman of the Year.

THE MAZE of scores produced by 800-plus rounds of golf keeps Detrick and his hard-working tournament aides working at a fast pace throughout the Mid-West Golf meet.



IN THE EARLY DAYS, Detrick (1) worked closely with Bid Edmund, former Goodyear recreation director and NIRA president, in organizing the national tournaments.





SLIDE PROJECTOR was one of many new products demonstrated to interested employees by representatives of camera manufacturers.



DISPLAY of winning entries in the Nationwide employee photo contest was prepared by camera Club members as an added highlight.

PHOTORAMA:

Highly successful two-day exhibit of photo supplies, equipment and techniques builds interest, promotes camera club membership

Two years ago, the Nationwide Insurance Activities Association's Camera Club, Columbus, Ohio, succesfully experimented with a "Photorama," a two-day exhibit of new cameras and photographic equipment.

Photorama attracted so much interest that business representatives taking part in the show predicted this type of closed showing could start a new trend in their advertising and merchandising programs.

As far as Nationwide is concerned, it has. The Camera Club plans to hold its second Photorama this spring, just prior to vacation time.

"This isn't the type of program we would schedule every year," says Nationwide activities director Martha Daniell, "because I don't think the employees or dealers would find it worth while if done too frequently."

However, the Association feel the time is ripe and will build the second showing around the same two-fold purpose as the first: to show employees the latest in the fast-moving photo equipment field and to increase camera club membership.

A local photo finishing firm helped club members stage the first show and brought in representatives of General Electric Photolamp Division, Eastman Kodak, Ansco and Japanese camera industries with other firms represented by products on display.

Automatic projectors showed movies of how to use the new equipment, and employees sneak-previewed three new Kodak cameras not then on the market. The representatives demonstrated their newest equipment, talked photography and answered questions.

To complete the display, club members mounted their contest-winning photographs on display boards. They also showed what could be done with the corporate gift to employees, a Kodak Starlet, by mounting contacts next to enlargements. A third display promised: "You too can make enlargements like these after one easy lesson—Join the Camera Club."

Club members were nearby to answer questions on membership and availability of darkroom facilities.

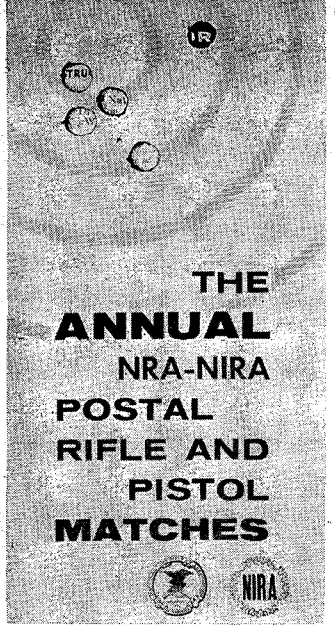
The first day of the closed showing held during lunch hours, highlighted equipment and the second day primarily covered accessories.

ENLARGEMENTS were mounted next to original contact prints with the promise, "You too can make enlargements like these."



EQUIPMENT exhibit displayed a wide variety of cameras, slide and movie projectors and accessories made by foreign and domestic firms.





Postal shooting contest

OPEN SEASON FOR NIRA SHOOTERS

Third annual NIRA-NRA rifle and pistol matches get underway this month for industrial sharpshooters from coast to coast

Industry gun clubs open fire this month in the third installment of NIRA's nationwide, company-only postal shooting matches.

Co-sponsored with NIRA by the National Rifle Association of America, the event is open to any bona fide employee of a NIRA member company. Official entry forms (cover reproduced above) with complete contest rules will be mailed to all members within the next two weeks.

To compete, the individual, team captain or recreation director completes the entry form and mails it to the National Rifle Association. NRA will then return registered contest targets. Contestants may fire the targets on any range at any time prior to the contest deadline, midnight April 30. After firing, contestants return the targets to NRA for judging.

EIGHT DIFFERENT MATCHES

The contest consists of eight different matches: .22 caliber rimfire rifle for teams and individuals; .22 rimfire pistol, team and individual; CO_2 gas operated rifle, team and individual; CO_2 pistol, team and individual.

Companies may enter as many teams and individuals in as many matches as they choose.

Nominal entry fees ($1 per individual, $4 per four-man team) cover costs of postage, administration and awards.

National and regional champions will be named for all eight matches and trophies will be awarded at the 20th anniversary NIRA Conference and Exhibit in Chicago, June 11-14.

Individual regional awards for all matches will be provided on the basis of one award for every 10 entries from each of the eight NIRA regions. Team and national awards will be presented on a similar basis. Members of championship teams will also receive individual trophies.

Last year, a total of 227 trophies went out to the 717 contest participants. This wide distribution of awards gives employee-shooters a big target. Match records (see box), although quite good, shouldn't frighten away any would-be contestants. Lowest prize winning individual scores last year were 161 x 200 in pistol and 168 x 200 in rifle.

Course of fire for individual and team .22 rifle matches is 10 shots prone and 10 shots standing at 50 feet. Pistol matches will consist of 20 shots slow fire at 50 feet. Course of fire for the CO_2 events is the same except the firing distance is 25 feet.

The postal shooting matches were continued again this year by a unanimous vote of the NIRA Board of Directors. Its purpose is to help recreation directors stimulate gun club activity within their respective companies.

"A postal contest of this type has many advantages," stated Don Neer, NIRA executive secretary. "Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition."

No travel or time from the job is necessary, and participation involves a minimum expense.

In addition, each company can schedule its ring time on any day within the four-month contest period, thereby working the event into their own program at the most beneficial time.

Previously organized gun club or other shooting activity is not necessary either. An announcement to employees is certain to turn up several shooting enthusiasts.

TEAM SELECTION

Teams may be selected on the basis of scores in the individual matches, or another possibility to build interest would be a special shoot-off to determine team members.

The national rifle team championship was won last year by Goodyear's Zeppelin Rifle Club with Joe Broderick repeating his individual title.

Alexander Smith of Ford Motor Co., Dearborn, Mich., took individual pistol honors with a 186, and the Winchester Gun Club established a record in winning the pistol team championship.

Something to shoot for

NIRA-NRA RECORDS

.22 Pistol Matches

TEAM

Winchester Gun Club (1960) 707 x 800
Olin Mathieson Chem. Corp., New Haven, Conn.

INDIVIDUAL

Harry Briggs (1959) 190 x 200
Douglas Aircraft, Inc., Long Beach, Calif.

.22 Rifle Matches

TEAM

Zeppelin Gun Club #1 (1959) 770 x 800
Goodyear Tire & Rubber Co., Akron, Ohio

INDIVIDUAL

Joseph Broderick (1959) 197 x 200
Goodyear Tire & Rubber Co., Akron, Ohio

No Compensation for Bowler

Consistent with recent rulings in other states, the Minnesota Industrial Commission ruled last month that an employee fatally injured in connection with a company-sponsored bowling team is not covered by the workmen's compensation law.

The commission upheld a referee's decision denying compensation to a widow whose husband was killed in an automobile accident on the way home from a bowling match.

The widow sought a $17,500 death benefit provided under the law in cases where an employee is fatally injured in an accident arising out of employment.

The commission noted that the man's employer, the Donlin Co., had paid the league entry fee, furnished the players with shirts bearing the firm name and sponsored a team banquet.

However, it declared that the injury was non-compensable because the firm did not reimburse the players for participating on the team, thus removing the act from the "special errand" category.

Big Travel Plans for USDA

The U. S. Dept. of Agriculture Travel Club, one of the nation's biggest and busiest, recently announced its far-reaching travel plans for 1961.

Two tours have already been set—"Around the World" by jet from April 29 to June 1 and the first of four New York City theater tours.

Ten tours in the planning stage include: England, Central and Southern Europe; England-Scotland-Ireland; England-Scandanavian countries; Greece-Holy Land and Egypt; Central and South America; Bermuda; Mexico; Alaska; Hawaii and Nova Scotia. Numerous domestic tours are also being considered.

Results of a membership survey will determine the specific tours to be sponsored.

The club's basic goal is to provide travel opportunities to members at group rates. Last year four foreign and 16 domestic tours were enjoyed by 654 participants.

Membership in the club is open to USDA employees and retirees in Washington, D. C., and the field, and to their families and friends.

Tight Race Opens NIBL

With one-third of its 13th season now in the record books, the National Industrial Basketball League's championship race is still wide open.

Split into two divisions, Eastern and Western, for the first time, the NIBL promises to produce two exciting stretch drives.

Off to a fast start, the revitalized Cleveland Pipers threaten to give the Goodyear Wingfoots a fight to the wire for the Eastern Division title.

In the West, the D-C Truckers seem to have rebounded from last year's disastrous fall to eighth place after having won the title in 1959. This combined with the disappointing early season performance of perennially tough Phillips 66ers, points to a season-long see-saw battle.

Down to six teams after the withdrawal of Caterpillar Tractor, Vickers Petroleum and the AJL Investors, the NILB shows more top-to-bottom team strength.

Adding considerable strength, the New York Tuck Tapers, playing in the Eastern Division, are certain to improve on 1960's 7-25 last place record.

The Seattle Buchan Bakers have sufficient strength to add to the confusion in the Western Division.

Each team will play a total of 34 games, eight against the other teams in its division and six against each team in the rival division.

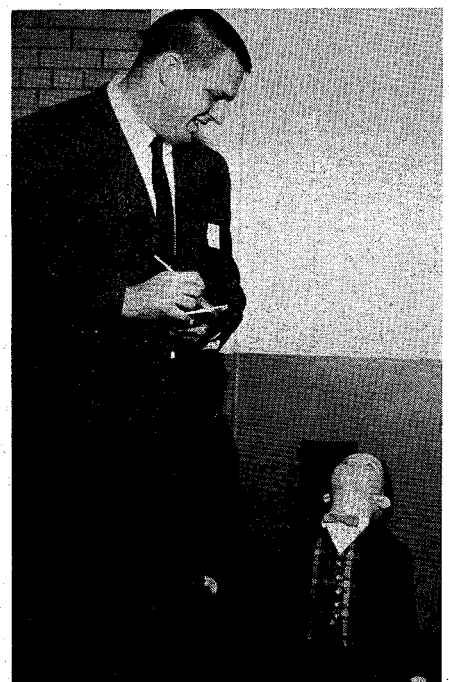
Honor George Simpson

The recreation area being developed by Hughes Aircraft Company in Fullerton, Calif., will be named in honor of the late George M. Simpson.

Adviser in the early years of the 20-year-old Hughes Employees' Association, Simpson was the first company-appointed administrator of employee activities. He occupied this position at the time of his death on Sept. 24, and had served as his company's NIRA representative.

The park, which will be dedicated this spring, will serve the employee members of six Hughes Employees' Associations in the company's various plant locations in the Los Angeles area.

FATHER AND SON NITE with the Cleveland Browns packed the Thompson Ramo Wooldridge cafeteria (right) with 700 employees and their boys recently. Browns star Paul Wiggin (left) gives his autograph to overawed David Sopka, son of TRW's activities supervisor Hank Sopka. Full course spaghetti dinner and a Browns movie topped the program.





NIRA Bowling Tournament

INDUSTRY MEET SET FOR MILWAUKEE

Junk 940 limit, add open division and voluntary singles to improve 14th annual National Industrial Bowling Tournament

The 14th annual National Industrial Bowling Tournament, slated for the Rose Bowl in Milwaukee, March 25-26, will take on a new look.

Based on recommendations from recreation directors and the bowlers themselves, three important changes will be incorporated to make participation more appealing and more convenient.

1. Eight game series. Traditionally a nine-game event held over a weekend, the meet will be cut to eight games, with each team rolling four games on Saturday and four on Sunday. The change allows more travel time and leaves Saturday night open for individual bowling and an informal buffet and reception for bowlers.

2. Two divisions. Previously, teams were restricted to a maximum 940 team average. This has been dropped. Instead, this year's meet will be run in two divisions for teams: Open Division, no limit; and Industrial Division, 875 maximum team average. Individuals will not be classified in divisions.

The change permits companies with superior bowlers to enter their five best men and also gives less skilled teams a shot at the prizes.

3. Voluntary Singles. In addition to the regular event, an individual sweeper with cash prizes will be conducted for anyone desiring to enter. The sweeper will be open only to those bowlers participating in the regular event, but will be conducted on an entirely voluntary, individual basis, with each bowler paying his $5 fee upon entering the sweeper.

Entry fee in the regular event is $40 per team to cover bowling fees, prizes and trophies and administrative expense. Companies may enter two teams from each of their plant locations. NIRA membership is not required.

Complete rules and entry blanks will be mailed this month to all NIRA members and past tournament participants or may be obtained by writing NIRA headquarters in Chicago.

All prizes in the NIRA event, except for the individual sweeper, will be trophies and merchandise awards. As in the past two years, the Whirlpool Corporation will provide the award for high individual total: a RCA Whirlpool Supreme portable dishwater.

Booking the Rose Bowl's 48 lanes, tournament officials anticipate a record breaking field of 96 teams. Previous highs, restricted by size of the house, were bettered by the 56 teams that turned out for last year's event co-sponsored by Timken Roller Bearing in Canton, Ohio.

Originated in 1948 by the Goodyear Tire & Rubber Co., the National Industrial Bowling Tournament normally draws from a seven to nine state Eastern and Midwestern area.

By moving the tournament site to Milwaukee, the first time it has been held west of Indiana, tournament officials hope to attract a number of new entries, particularly from Wisconsin, Illinois and Minnesota.

Sanctioned by the American Bowling Congress, the tournament requires all male entrants to be ABC members and to present their membership cards prior to their scheduled bowling time. Each team will roll eight games across four lanes.

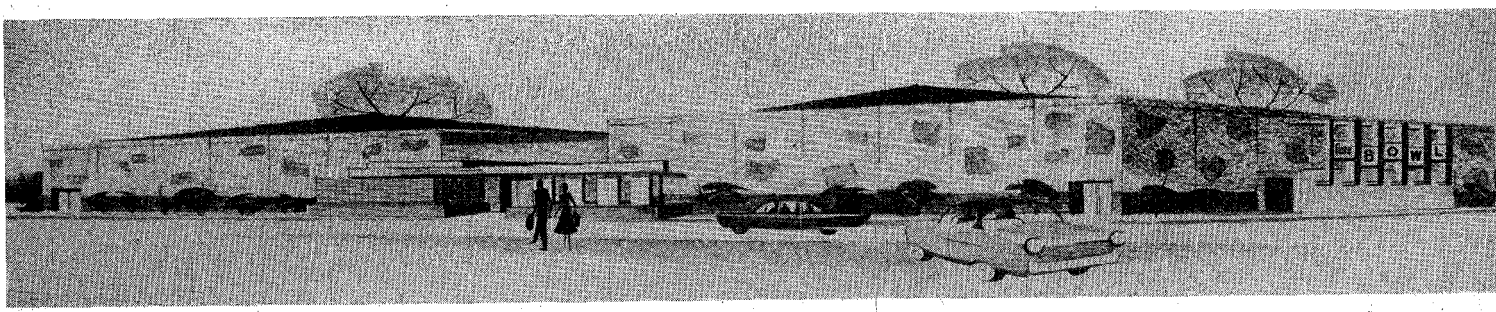
PAST CHAMPS

1948	Chrysler Corp., Detroit, Mich.	1954	Goodyear Tire & Rubber, Akron, O.
1949	Briggs Beautyware, Detroit, Mich.	1955	Studebaker-Packard, South Bend, Ind.
1950	Studebaker Corp., South Bend, Ind.	1956	Studebaker-Packard, South Bend, Ind.
1951	Briggs Beautyware, Detroit, Mich.	1957	Ford Engineering, Dearborn, Mich.
1952	Briggs Beautyware, Detroit, Mich.	1958	Ford Eng. & Foundry, Dearborn, Mich.
1953	Firestone Tire & Rubber, Akron, O.	1959	Auto Specialties, St. Joseph, Mich.
		1960	Goodyear Aircraft Corp., Akron, O.

Recreation directors should note that there are two "National Industrial Bowling Tournaments;" this one, a scratch event co-sponsored by NIRA with this year's host Allis-Chalmers Mfg. Co.; and the other (see four-page entry form insert in center of this issue) a nine-game handicap event sponsored by the Dayton *Journal Herald* in April and May.

Defending champion Goodyear Aircraft Corp. of Akron, Ohio, put together a nine-game total of 8576 for a 144 pin margin over runner-up Eaton Mfg. Co. of Cleveland in last year's tournament.

Individual honors went to Tom Lent, a 180 average bowler from IBM in Yorktown Hts., N. Y., who rolled a spectacular 651-680-641—1952.



Milwaukee's 48-lane Rose Bowl, site of this year's National Industrial Bowling Tournament, March 25-26

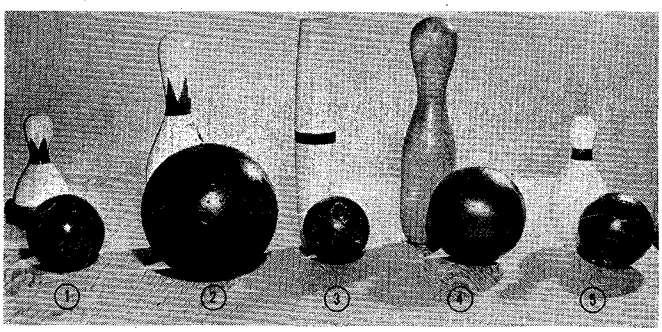
what's your
RECREATION QUOTIENT

New games, new fads, new rules keep a recreation director constantly on his toes. Here are a few questions to test your RQ? Answers are given below.

A. In fast pitch softball, which of the following changes have been made in the 1961 rules?
1. Red thread stitches will be permitted on softballs
2. Maximum legal diameter of bats has been increased
3. All bats must be equipped with a safety grip
4. None of the above

B. In slow pitch softball which of the following changes have been made in the 1961 rules?
1. Red thread stitches will be permitted on softballs
2. Maximum legal diameter of bats has been increased
3. The perceptible arc of a legal pitch has been decreased
4. None of the above

C. Identify the bowling pins and balls pictured below:



1. _____ 2. _____
3. _____ 4. _____
5. _____

D. Under new U. S. Golf Assn. rules, the penalty for hitting the ball out of bounds or in an unplayable lie, or losing the ball on the fairway or in a water hazard is:
1. One stroke penalty and loss of distance
2. Loss of distance only
3. One stroke penalty only, after dropping ball near point where it was lost.

E. Which of the following is not a card game?
1. Piquet
2. Whist
3. Roque
4. Fan Tan

ANSWERS

A. (2) The diameter of the fast pitch softball bat has been increased from 2⅛ inches to 2¼ inches to help batsmen get more wood on fireball pitches. **B.** (4) No major changes have been made in slow pitch rules. The old size bat is still the only legal one in slow pitch. **C.** (1) Rubber-band duckpin with 3 lb., 10 oz. ball, popular in Pennsylvania and Quebec, Canada. (2) Ten pins with regulation 16 lb. ball, most popular single bowling game in U. S. (3) Candlepin and 2½ lb. ball, popular throughout New England, is a challenging game in which the deadwood is left on the lane and utilized. (4) German Kegeln pin used in several different nine-pin games in a wide area of Europe. (5) Duckpin with 3¾ lb. ball, popular in Central Atlantic and South Eastern states. **D.** (1) 1961 U. S. G. A. rule reverts back as it was before last year's experimental change. However, the local club has an option to adopt a rule allowing a player to drop a new ball near the point where the first one was lost with a one-stroke penalty. **E.** (2) Roque, a similar, but more formal version of croquet.



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WHY STAND ALONE?

Your NSGA Dealer can help YOU!

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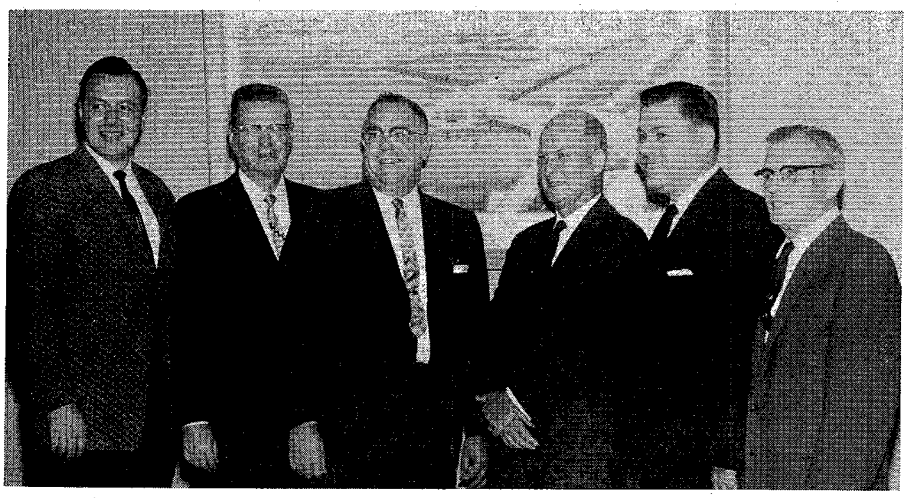
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NSGA IT PAYS TO PLAY

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NIRA CONFERENCE committee members attending a recent planning meeting included (l-r): John Crnich, R. R. Donnelley; Arvid Grell, Seeburg; P. J. McCarthy, Chicago Park District; Ralph Isacksen, Seeburg, general chairman; Don Neer, NIRA; Wally Dowswell, Motorola.

RM N.I.R.A. NEWS

Helms Awards

Extending competition to five company size classifications, the Helms Athletic Foundation, in conjunction with NIRA, launched the third annual Helms Industrial Recreation Awards Program last month.

To give companies sufficient time to prepare for the competition, official entry forms have already been mailed to all NIRA members. To be eligible for judging, the forms and supporting documents must be returned to NIRA headquarters by April 20.

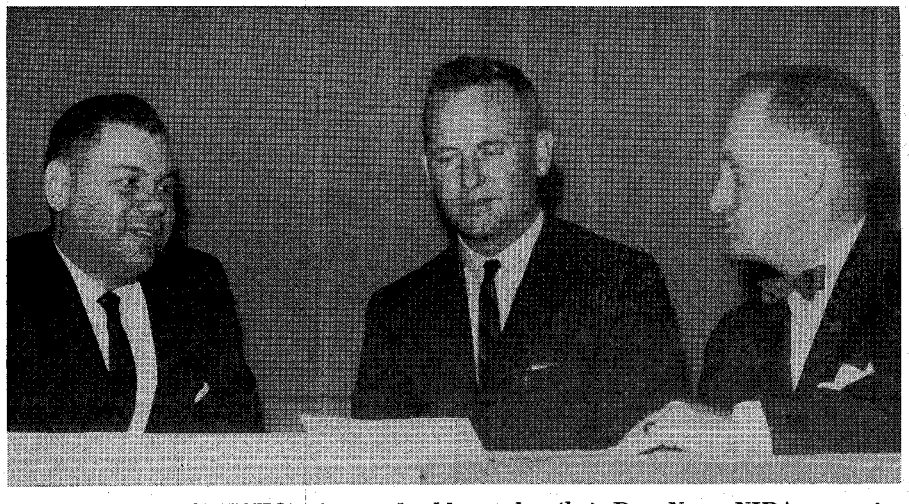
In addition to selecting winners in the five classifications, the judges will award the Helms rotating trophy to the company which, regardless of size, is judged to have conducted the most outstanding recreation program during calendar year 1960.

Entries will be judged on seven points: contributions to NIRA and industrial recreation in general, leadership, program, facilities, organization, financing and general achievements.

1961 Conference Plans

With six months yet to go, plans for NIRA's 20th anniversary Conference and Exhibit in Chicago, June 11-14, are approaching the final stages.

The agenda for the four-day session highlights informative, "live" demonstrations of new and unusual recreation activities plus a wide range of specialized panel sessions concentrating on



CHARLOTTE WORKSHOP featured addesses by (l-r) Don Neer, NIRA executive secretary, Miles Carter, McLean Trucking Co. and immediate past president of the Industrial Division, North Carolina Recreation Society; Oskar Frowein, Republic Aviation and NIRA president.

problems unique to specific geographical areas and company size groupings. Small company and metropolitan area recreation programs, in particular, will receive special emphasis.

All past presidents are to be on hand to help celebrate the Association's 20th anniversary. Other activities will include presentation of the 1960 Helms Industrial Recreation Awards, Inaugural Banquet and Floor Show and the annual business meeting.

General chairman Ralph Isacksen, Seeburg Corp., is assisted by the following committee chairmen: John Crnich, R. R. Donnelley (Registration); Bill Krienitz, Victor Adding Machine, (Exhibits); Walter Dowswell, Motorola (Entertainment); P. J. McCarthy, Chicago Park District (Recreation & Wives' Program); Ed Mitchell, U. S. Steel (Tours); Ben Getzoff, Happiness Tours (Souvenirs); Dale Shafer, Delco-Remy (Luncheons); Arvid Grell, Seeburg (Sgt. at Arms).

California Conference

A recording-breaking registration of more than 100 industrial recreation directors is expected at the 11th annual NIRA California Conference, Feb. 24-26, at the LaFayette Hotel, Long Beach.

General chairman Newt West of Helms Bakeries has announced that key speakers at the three-day event will include John Clark, director of industrial relations, Northrop; Elroy (Crazy Legs) Hirsch and NIRA President Oskar Frowein.

Charlotte Workshop

"The National Picture of Industrial Recreation" was the theme of the annual workshop conducted by Region IV NIRA members and the Industrial Division of the North Carolina Recreation Society, Nov. 17, in Charlotte.

Featured speakers were Oskar Frowein, NIRA president, Republic Aviation Corp., and Don Neer, NIRA executive secretary.

In the business meeting that closed the day's program, the Industrial Division elected Bob Purkey, of Firestone Textiles, Inc., as new president, succeeding Miles Carter of McLean Trucking Co.

Other new officers: Velva Pearce, Nationwide Insurance, vice president; Edgar Cashwell, Sellers Mfg. Co., secretary.



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Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

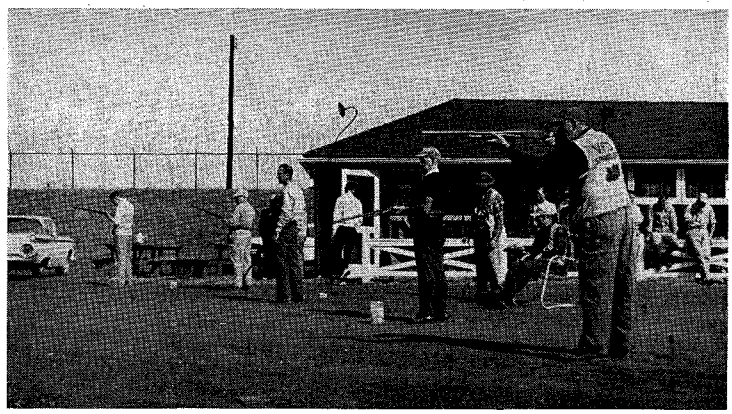
WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Exhibit List Grows

At press time, the following firms had reserved exhibit space at the 20th anniversary NIRA Conference & Exhibit in Chicago, June 11-14:

Adirondack Bats, Inc.
American Bowling Congress
American Handicrafts Co.
American Locker Co.
American Trampoline Co.
American Trophy & Award Co.
The Athletic Institute, Inc.
Champion Knitwear Co.
The Coca-Cola Company
Elliott Travel Service
The Flxible Company
Game-Time, Inc.
Harrison & Associates
Hillerich & Bradsby Co.
MacGregor Sport Products Co.
National Bowling Council
National Golf Foundation
National Rifle Association
New York Convention & Visitors Bureau
Pepsi-Cola Company
Rawlings Sporting Goods Co.
Sabena Belgian World Airlines
Saunders Mfg. & Novelty Company
The Seamless Rubber Company
The Seven-Up Company
A. G. Spalding & Bros.
S & S Arts and Crafts
Tandy Leather Co.
Transport & Travel Contractors, Inc.
Waldron & Company, Inc.
Wittek Golf Range Supply Co.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



The Caterpillar Employees' Gun Club in Peoria is one of two such clubs sponsored by the Company; the other is located at its York, Pennsylvania plant. The Peoria club, oldest of the two, has been affiliated with NRA since 1936, and has 44 members active in the rifle and pistol programs.

Teams representing the club compete in the Illinois Valley Rifle League, from October through April, at the Illinois National Guard Armory. Individual members also participate in qualification and practice firing on both indoor and outdoor ranges.

NRA is proud of its association with Caterpillar Tractor and salutes both the Company and its employee gun club.

Caterpillar Employees' Gun Club, Inc.

Peoria, Illinois
Sponsored by
CATERPILLAR TRACTOR CO.

CLUB OFFICERS

President . . . . . Paul Burgard
Vice President . . . . . Howard A. Muller
Sect'y-Treas. . . . . Jay D. Johnson, Sr.
Range Officer . . . . . Emery Satterlee

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor an NRA-affiliated club will be sent without cost or obligation.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

RM INDUSTRY ITEMS

Tax Reprieve for Golf

California voters at the November elections overwhelmingly supported a constitutional amendment that makes golf courses subject to taxes as golf courses, rather than highest possible land use.

The amendment provides that property used exclusively for non-profit golf course purposes shall be assessed for no other factors than those relative to such use. However, oil, mines and other resources that may exist on the property may be taxed.

Cut Trans-Pacific Jet Fares

Substitution of a new "economy class" for the present "tourist service" has brought a 30% reduction in trans-Pacific jet fares for groups of 35 or more persons traveling together.

Put into effect last Dec. 1 by the Civil Aeronautics Board, the new economy class group fares apply to one-way as well as round-trip tickets. For example, the fare between the U. S. West Coast and Tokyo is now $356 one way. Previously, the tourist class fare was $508.

The changeover from tourist to economy class service, put into effect earlier on trans-Atlantic flights, was delayed on trans-Pacific routes. In economy class, a passenger gets "packaged" hot meals instead of regular meals and his seat has less leg room and does not recline as far.

The CAB also approved a 14% fare cut for individual economy class jet service. The new fares apply to all air routes across the North and Central Pacific.

May Change Charter Policy

In a switch of policy, the CAB has proposed a new rule that would give supplemental and cargo airlines permanent authority to provide trans-Atlantic charter service.

The proposal, to be acted upon shortly, should give a new boost to low-cost European group travel and is expected to attract more supplemental and cargo airlines into the charter business. This should make more planes available for charter, thus relieving the difficulty in obtaining air charters during the peak tourist season.

Although the trans-Atlantic passenger market has been open to the supplementals and cargo lines since 1955, they have had to file a separate application with CAB for each flight. The new rule would give them blanket authority and cut the red tape that has discouraged many of these lines from concentrating on charter business.

World's Longest Gutter Ball

The materials used in making bowling lane beds this year could make one long lane reaching nearly halfway around the world.

This, and a mountain of other statistical gems were recently reported by Brunswick Corp. which, by itself, has used enough materials to build a lane from the West Coast to Sidney, Australia. In terms of linear feet of

new!

...and tailored to fit a modern industrial recreation program!

Happiness Travel Service announces its "Plan-It-Yourself" Group Vacation Program, a revolutionary idea that allows a vacation group to pick the number of days it wants, the kind of activities it wants, and—presto—create its ***very own vacation package.***

Happiness Travel Service is offering to every executive concerned with industrial recreation a complete kit describing this new vacation program. It's yours for the asking, and well worth your while.

It will be sent to you merely by calling or writing
Ben Getzoff, Group Division,
Happiness Travel Service,
6 East Monroe Street, Chicago, STate 2-4900.

lane lumber, the material would circle the globe 12 times at the equator.

To illustrate the great heights the game has reached, Brunswick says that stacked on end the total number of bowling pins sold last year would soar over 1,000 miles straight up. This is 100 miles higher than the first "talking satellite" reached in 1958.

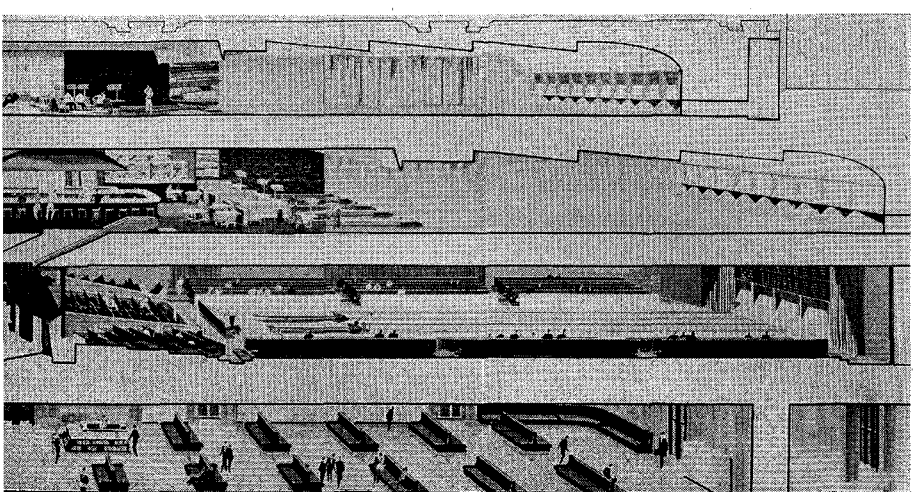
Biggest Institute Budget

A record budget of $243,500 was approved by the directors of the Athletic Institute for its fiscal year.

In addition to continuing the present program of slidefilms, motion pictures and publications on sports, physical education and recreation, the Institute is studying the following new projects for the year:

- Sponsorship of a workshop, or production of a motion picture on "Public Relations Interpretation for Athletics and Physical Education;"
- Sponsorship of a workshop or production of a motion picture on volunteer coaching;
- Development of additional 35mm slidefilms on campcraft;
- Development of a 35mm slidefilm on soccer.

PLANS FOR A 44-LANE, $3 million bowling installation on three levels of New York City's Grand Central Terminal are shown in the sketch below. A professional league auditorium with four Brunswick lanes will be on the first level with 20 lanes on each of the upper levels. The center is expected to open in July.



BPAA Plans Junior All-Star

The long-discussed BPAA Junior All-Star Championships will become a reality this summer according to Nat Kogan, president of the Bowling Proprietors Association of America.

While dates, locations and other details have not been announced, the BPAA plans to complete the national finals in late July.

The new junior championships will be open to boys and girls in high school grades nine through 12, who are between the ages of 15 and 19, and who are bowling in junior leagues in BPAA houses across the nation.

The event will be split in two divisions with boys rolling in either a scratch or handicap class, and girls bowling strictly on a handicap basis.

Participants will enter the tournament through their local BPAA proprietor with an opportunity to advance to state and national competition.



. . . on disappointing the winner!

Just write for our catalog illustrating thousands of trophies and awards. It's probably the largest in-stock selection of 'To The Winner' awards anywhere.

We manufacture all trophies and are able to offer the lowest possible prices. Letters engraved are only 2½¢ each.

And yes, same day shipment of all trophies is standard . . . direct from our stockrooms.

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ATHLETIC APPAREL

EMBLEMS — Club — Team — Championship. Custom designs made to order. Any 2 colors—Velvety design on 100% wool felt. Send rough sketch or sample with order. 6 or more, Postpaid.
4″ size—$1.00 ea. 5″ size—$1.20 ea.
6″ size—$1.50 ea. 8″ size—$1.75 ea.
Check or M.O. No COD's.
AMERICAN KNITWEAR & EMBLEM MFRS., Plaistow 12, N. H.

HELP WANTED

Experienced recreation director to administer and promote cultural, physical, social and special activities for employees, their families and retirees of one of the nation's largest firms. Degree in ind. rec. with minor in business admin. preferred. Salary negotiable.
CH10—RECREATION MANAGEMENT

POSITIONS WANTED

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

RM THINGS TO WRITE FOR

Card Party Ideas

No hostess, card club or other social group need ever run out of party ideas with the clever booklet recently published by the American Association of Playing Card Manufacturers.

Around the World in 20 Card Games does much more than suggest 20 games that are traditional with certain nationalities. It is complete with suggestions for appropriate invitations, decorations and refreshments to establish an authentic foreign mood for each party.

Association of American Playing Card Manufacturers, 420 Lexington Ave., New York 17, N. Y., 10¢ per copy for postage and handling

Boat Facilities

A unique design for a submersible small boat launching ramp that allows controlled launching by means of a movable float is among the many ideas included in the new publication, *Launching Ramps and Piers.*

The 20-page booklet is designed as an idea factory to stimulate thinking on the variety of solutions suggested by the problem of launching ramp and pier design.

Information on protective equipment such as bumpers for piers and the preservation of building materials is also included in attractive two-color presentation.

Government Relations Dept., Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill. Single copies free

How to Plan a Turkey Shoot

Complete 20-page booklet is packed with ideas and helpful instruction on every phase of conducting a turkey shoot.

Turkey Shoots Can Be Money-Makers! explains how the event can raise funds and provide ideal recreation, gives several variations of the game, shows how to classify hot shots and dubs, suggests "spectator" games for novices and includes valuable promotion tips.

Shooting Promotion Section, Remington Arms Co., Inc., Bridgeport, Conn., free

Slide-Makers Catalog

Vis-Ability Unlimited, a new catalog of slide-making materials lists uses, prices and general information on materials needed to make transparencies for overhead projection.

Until recently, slides had to be professionally prepared, in many cases at high cost. With the materials listed in the catalog, professional appearing slides can now be made at low cost.

Projection Optics Co., Inc., 271 11th Ave., East Orange, N. J., free

Film Catalog

More than 335 movies available to adult groups without charge are described in a new catalog, The Pocket Guide to Free Films.

Subjects of the films range from grooming and manners for teenagers to hobbies and sports, from kitchen techniques to suggestions for home maintenance and other how-to-do-it subjects.

All motion pictures listed in the catalog are 16mm sound films, varying from a quarter-hour to a half-hour in length. Most are in color. They are being made available on a free loan basis as a public service of leading American businesses, industries and trade associations.

Modern Talking Picture Service, Inc., 3 East 54th St., New York 22, N. Y., free

Shooting Tips for Ladies

The second phase of a unique campaign to interest women in the shooting sports has been launched by the Winchester-Western Division of Olin Mathieson Chemical Corp.

Don't Be Gun Shy, a complete presentation for women's groups, contains a film, speech materials, pamphlets and guides covering many aspects of guns and shooting including a shooter's glossary, the best methods for preparing, storing and cooking wild game and suggestions for contests on wild game cookery.

Winchester News Bureau, 460 Park Ave., New York 22, N. Y.

Bowling Tips for Ladies

Ladies—Improve Your Bowling is the title of the latest book in the sports instructional series produced by the Equitable Life Assurance Society of the United States.

Equitable is offering the booklet through a series of seven advertisements appearing in *Sports Illustrated.*

A BANNER YEAR FOR INDUSTRIAL BASEBALL

- Assure the success of your league by becoming a member of the N.B.C. National Assn. of Leagues.
- Enter the N.B.C. tournament program to determine the 1961 National Non-Pro Championship.

Complete Details 1961 Official (Non-Pro) Baseball Annual

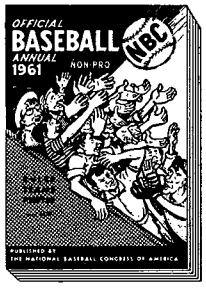
At Newstands and Athletic Goods Stores After March 15

PRICE—$1 PER COPY

Recognizes leading participants on a world-wide basis for past season, reflecting continued increase in activity in non-professional baseball. Presents complete resumes of 1960 N.B.C. District, State and National Tournaments, also affiliated leagues with photos of champions. Includes complete details of 1960 program, including sites and starting dates of U.S. tournaments climaxed by the 27th annual National Tournament in Wichita, Kan., starting Aug. 18. Listed are the 1960 All-League, All District, All-State, and All-American selections.

FEATURES

- Nat'l Baseball Fans Club
- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
- N.B.C. Ass'n of Leagues
- N.B.C. Ass'n of Scorers
- National Ass'n Old-Timers
- Directory of Past Champions
- Model League Constitution



MAIL YOUR INQUIRIES TO

NATIONAL BASEBALL CONGRESS—WICHITA (1), KAN.

IMPORTANT

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NATIONAL BASEBALL CONGRESS
WICHITA (1), KANSAS

ORDER FORM

Gentlemen: Kindly find enclosed..... for the following:

.....Copies of the 1961 issue of Official Baseball Annual at $1.00 each (Add 25c per copy to order to cover postage and handling.)

.....Copies of 1962 issue of the Official Baseball Annual at $1.00 each, to be mailed when off the press, March 1, 1962. (Add 25c per copy in order to cover postage and handling.)

.....Previous editions of year-book (1945-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60) at $1.00 each. (Circle editions desired.) (Add 25c per copy to cover postage and handling.)

.....Copies of Baseball Rule Books (15c retail). Lots of 100 or more, $10 per 100, postpaid; more than one dozen, $1.00 per dozen, postpaid; single order 15c—add 10c mailing charge.

.....Pads of Box Score Sheets (for newspaper reports of games) at $1.25 per pad. (Add 25c per pad to cover postage and handling.)

.....Copies of SCOREMASTERS Official Score Book of National Baseball Congress at $1.75 including mailing charge.

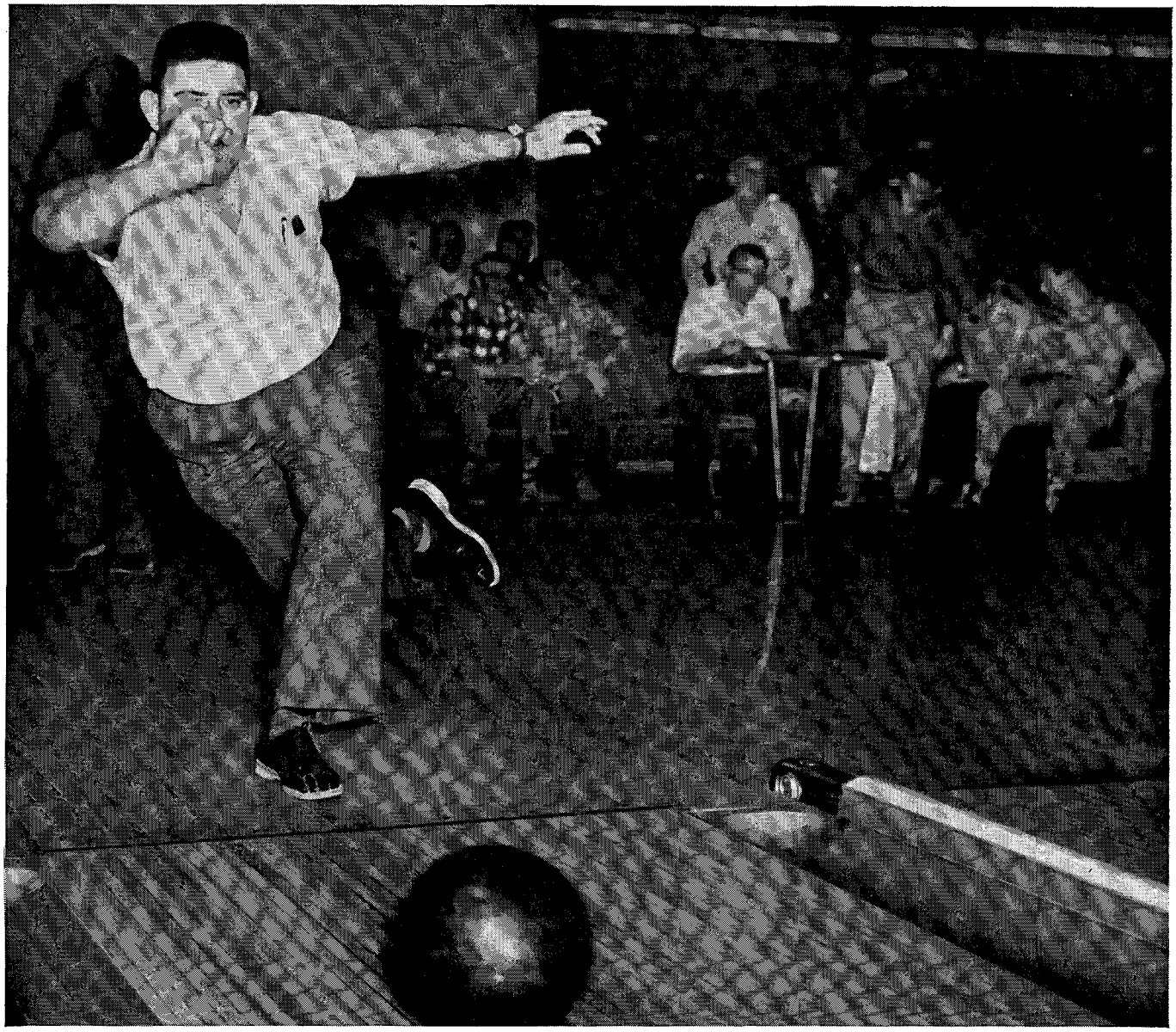
I am interested in the following materials checked below and will appreciate this information being mailed without charge.

( ) Entering a team in tournament program
( ) Supervision of a District Tournament
( ) Organizing a league in N.B.C. National Assn.
( ) Affiliation of an Umpires' Group in N.B.C. National Association.
( ) Membership in N.B.C. Association of Umpires.
( ) Membership in N.B.C. Association of Scorers.
( ) Organization of an Old-Timers Group
( ) Placing players of teams under the Nation-wide contract system.
( ) National Baseball Fans Club

SIGNED BY..... ADDRESS.....

CITY..... STATE.....

BOWLING WORKS FOR INDUSTRY AND BUSINESS



"THE BIG BOWLING TOURNEYS" FIRE ESPRIT DE CORPS AT DELCO-REMY

Delco-Remy Division of General Motors sponsors an annual "Classics" bowling tournament which attracted 1,344 participants last year. In addition, all GM Divisions in Indiana hold a separate tournament for statewide competition. Last year, the Delco-Remy plant in Muncie, Indiana, was host to 1,650 spirited bowlers.

These two annual tournaments give the entire plant bowling season exciting "focal points." They build and maintain interest in league competition. By holding employee interest in bowling competition, they make the program work harder for Delco.

During the regular season, the plant sponsors 13 men's leagues and two women's leagues with a total of 192 teams. Bowling is undoubtedly the biggest participation recreation program at Delco.

Although it costs less to sponsor, Delco is certain that bowling does more for good employee fellowship and general morale than any other organized recreation they could adopt!

BOWLING IS AMERICA'S MOST POPULAR RECREATION ACTIVITY

THE NO. 1 NAME IN BOWLING

Brunswick

623 S. Wabash Ave., Chicago 5, Illinois



TEAM FIRST PRIZE

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GUARANTEED

Twenty-Fourth Annual



DAYTON JOURNAL HERALD

NATIONAL INDUSTRIAL BOWLING TOURNAMENT

at the

VARSITY LANES

637 North Main Street **Dayton, Ohio**

A $25 Squad Prize will be paid when 12 teams are entered by an individual.

$ 50 FOR 20 TEAMS
$ 75 FOR 30 TEAMS
$100 FOR 40 TEAMS

An individual that organizes a team squad of 12 or more will be eligible to participate for three special prizes that will be awarded to organizers of squads.

Organizer of squad does not have to bowl.

Organizer of squad will receive $100 if one of his teams rolls highest 3 game total with handicap on an organized squad.

2nd highest organizer will receive $75.

3rd highest organizer will receive $50.

Note — All Organized Squads Entries Close February 25, 1961

Sanctioned By American Bowling Congress

Member of State and National BPAA

ONE ENTRY FEE PAUL CHAMBLISS, Tournament Director **TWO PRIZE LISTS**

1955 — 360 Entries___Prize Money — $ 3,780.00
1956 — 481 Entries___Prize Money — $ 7,455.00
1957 — 825 Entries___Prize Money — $12,375.00
1958 — 1131 Entries___Prize Money — $16,965.00
1959 — 1459 Entries___Prize Money — $27,356.25
1960 — 1974 Entries_____$36,039.50
1961 — Our Goal_____ $60,000.00

1960 Winning Team, 3 M'ERS, MINN. MNG. & MFG., HARTFORD CITY, INDIANA, Score 3209_____Prize $4,000.00

1960 PRIZE LIST

DAYTON JOURNAL-HERALD INDUSTRIAL BOWLING TOURNAMENT

TEAM PRIZES

1.	3 Mer's. Minn. Mng. & Mfg., Hartford City, Ind.	3209	$4000.00
2.	Press Room, New Idea, AVCO Corp., Coldwater, Ohio	3171	2000.00
3.	Newsweek, McCall Corp., Dayton, O.	3107	1000.00
4.	Fundamental Research No. 2, N.C.R. Dayton, Ohio	3104	950.00
5.	Copeland Ref. Co. No. 1, Sidney, O.	3099	800.00
6.	Night Owls No. 15, N.C.R., Dayton, Ohio	3099	800.00
7.	Tool Room, B. F. Goodrich, Troy, O.	3095	650.00
8.	Barkers, Bulldog Electric Products, Bellefontaine, Ohio	3089	600.00
9.	Sundown Farmers, Eli Lilly & Co., Greenfield, Ind.	3081	550.00
10.	Fulmer's Gulf, Ashland Post Office, Ashland, Ohio	3079	500.00
11.	Studebaker Pickup, Studebaker-Packard Corp., South Bend, Ind.	3078	450.00
12.	Meadow Gold, Beatrice Foods Co., Piqua, Ohio	3076	400.00
13.	USWA, Local 2559, Ontario Mfg. Co., Muncie, Ind.	3070	375.00
14.	Penton No. 4, Penton Publishing Co., Cleveland, Ohio	3067	337.50
15.	Transmission Ass., International Harvester, Fort Wayne, Ind.	3067	337.50
16.	Coil Engineering, Coil Eng. & Mfg., Roanoke, Ind.	3066	297.50
17.	Local 662, Macombers Steel Co., Canton, Ohio	3066	297.50
18.	CIO 1331 No. 1, Republic Steel Corp., Youngstown, Ohio	3064	285.00
19.	Moonshiners, North Amer. Ave. Columbus, Ohio	3061	275.00
20.	Final Assembly, International Harvester, Springfield, Ohio	3057	265.00
21.	Dayton No. 2, N.C.R., Dayton, O.	3055	255.00
22.	Rockets, Wright-Patterson AFB, Dayton, Ohio	3053	240.00
23.	High Flyers, Hartzell Propeller, Piqua, Ohio	3053	240.00
24.	Strikers, Eli Lilly & Co., Indianapolis, Ind.	3050	225.00
25.	Precisionaires, Steel Prod.-Kelsey-Hayes, Springfield, Ohio	3049	215.00
26.	Ft. Wayne National Bank, Ft. Wayne, Ind.	3047	210.00
27.	Fabric Club, North Mill, Columbus Coated Fabric, Columbus, Ohio.	3046	205.00
28.	Maintenance, Anchor Hocking, Winchester, Ind.	3045	200.00
29.	Hatfield Electric, Allison, Speedway, Ind.	3044	195.00
30.	Amer. Standard No. 1, Amer. Radiator & San., Tiffin, O.	3042	190.00
31.	Mixers, Libbey-Owens-Ford, Rossford, O.	3041	182.50
32.	Ternstedt Quintet, General Motors, Columbus, Ohio	3041	182.50
33.	Rubbermaid, Inc., Wooster, Ohio.	3040	175.00
34.	Ohio Art Bowlers, Ohio Art Co., Bryan, Ohio	3038	170.00
35.	Cases, Delco Battery, Muncie, Ind.	3037	162.50
36.	Wallace, Wallace Metal Prod., Richmond, Ind.	3037	162.50
37.	Handicappers, B. F. Goodrich Aviation, Troy, Ohio	3034	155.00
38.	Hewitt No. 2, Hewitt Soap Co., Dayton, Ohio	3033	150.00
39.	Dayton Power & Light, Dayton, Ohio	3032	142.50
40.	Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	3032	142.50
41.	Macomber V-Lok, Macomber, Inc., Canton, Ohio	3031	132.50
42.	Mound Laboratory, Monsanto Chem., Miamisburg, Ohio	3031	132.50
43.	Mike-Sells, N.C.R., Dayton, Ohio.	3029	122.50
44.	Dispatch Comp. Room, Columbus Dispatch, Columbus	3029	122.50
45.	East End Market, Van Wert, Ohio.	3028	115.00
46.	Delco Make-Ups, Dayton, Ohio.	3027	107.50
47.	Hobart Mfg. Co., Dayton, Ohio.	3027	107.50
48.	5 Spares, Precision Rubber Prod., Dayton, Ohio	3026	100.25
49.	Buckeye Foods, North Amer. Aviation, Columbus, Ohio.	3026	100.25
50.	Eveready, Union Carbide Cons. Prod., Cleveland, Ohio.	3025	100.00
51.	Die Job, Delco Prod., Dayton, Ohio	3025	100.00
52.	Fireballs, Line Material Industries, Zanesville, Ohio	3023	100.00
53.	Local 1299 "Dreamers," Great Lakes Steel Corp., Ecorse, Mich.	3021	100.00
54.	Bombers, Diamond Chain Mfg. Co., Indianapolis, Ind.	3021	100.00
55.	Bowen T.V., Ohio Communications, Richwood, Ohio	3020	100.00
56.	Unit Welding, Tappan Co., Mansfield, Ohio.	3020	100.00
57.	Misfits, R.C.A. Victor, Marion, Ind.	3019	100.00
58.	Sand Baggers, Monsanto Chemical, Dayton, Ohio	3019	100.00
59.	Copeland Ref. Co. No. 2, Sidney, Ohio	3018	100.00
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61.	Clow No. 2, Jas. B. Clow & Sons, Inc., Coshocton, Ohio	3017	100.00
62.	Special Parts No. 2, N.C.R., Dayton, Ohio	3016	100.00
63.	LADCO Heating, North. Ind. Pub. Serv., Ft. Wayne, Ind.	3013	100.00
64.	Archway Cookies, Studebaker-Packard Corp., South Bend, Ind.	3012	100.00
65.	Silvertown, B. F. Goodrich, Akron, Ohio	3011	100.00
66.	Stolle No. 2, Stolle Corp., Sidney, Ohio	3011	100.00
67.	DAB No. 2, Detroit Alum. & Brass, Bellefontaine, Ohio	3011	100.00
68.	Stock Ordering, N.C.R., Dayton, Ohio	3011	100.00
69.	Base Supply JATOS, Wright-Patterson AFB, Dayton, O.	3009	100.00
70.	Miller, Meteor No. 1, Bellefontaine, Ohio	3009	100.00
71.	Diamonds, U. S. Army, Ft. Benjamin Harrison, Ind.	3009	100.00
72.	Our Gang, Wright-Patterson AFB, Dayton, Ohio	3008	100.00
73.	Taystee Bread Co., Columbus, Ohio.	3007	100.00
74.	Gray Printing No. 1, Fostoria, Ohio	3006	100.00
75.	Spot Lamps, Guide Lamp, Anderson, Ind.	3005	100.00
76.	Pick Ups, Libbey-Owens-Ford, Rossford, Ohio	3005	100.00
77.	Pennsylvania Railroad, Lancaster, Ohio	3005	100.00
78.	Yoder Engraving, Middleton, Ohio.	3005	100.00
79.	Fairborn Lions, Wright-Patterson AFB, Dayton, Ohio.	3002	100.00
80.	Belden Molds, Belden Mfg. Co., Richmond, Ind.	3002	100.00
81.	Automatics, Delco Moraine, Dayton, Ohio	3001	97.50
82.	Reynolds & Reynolds No. 2, Celina, Ohio	3001	97.50
83.	The Treaty Co., Greenville, Ohio.	3001	97.50
84.	Wayne Works, Richmond, Ind.	3001	97.50
85.	Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000	95.00
86.	Northwest Motors, General Electric Co., Ft. Wayne, Ind.	3000	95.00
87.	Jets, North American Aviation, Columbus, Ohio	2999	92.50
88.	Depot Restaurant, Pennsylvania R.R., Richmond, Ind.	2999	92.50
89.	Big John's Restaurant, B. F. Goodrich, Akron, Ohio.	2998	90.00
90.	1st United Life Ins., General Electric, Ft. Wayne, Ind.	2998	90.00
91.	Ford Falcon, Ford Engine Plant, Lima, Ohio	2997	86.25
92.	Local 101, C.I.O. No. 2, Diamond Portland Cement, Middlebranch, O.	2997	86.25
93.	Wolf Pack, Fisher Body, Marion, Ind.	2997	86.25
94.	J. I. Case No. 1, Churubusco, Ind.	2997	86.25
95.	Pin Busters, Chevrolet Commercial Body, Indianapolis	2996	82.50
96	Springfield Teachers, Springfield Board of Education, Springfield, O.	2996	82.50
97	Steelers, N.C.R., Dayton, Ohio.	2995	80.00
98.	Ves Sudendie Five, Lunkenheimer Co., Cincinnati, Ohio.	2995	80.00
99.	F. A. Davis & Son, Columbus, Ohio	2993	80.00
100.	Nickles Freshies, Frank Baker Bread Co., Lima, Ohio.	2993	80.00
101.	The Beer Blasters, Trailmobile, Inc., Cincinnati, Ohio	2992	75.00
102.	Indiana Glass No. 1, Dunkirk, Ind.	2992	75.00
103.	Toolmaking No. 1, N.C.R., Dayton, Ohio	2991	72.00
104.	Franklin Stator No. 2, Franklin Electric, Bluffton, Ind.	2991	72.00
105.	Darts, Koehler Aircraft, Dayton, O.	2991	72.00
106.	Log Cabin Bar, Chevrolet Gear & Axle, Detroit, Mich.	2991	72.00
107.	Coilers, Delco Radio, Kokomo, Ind.	2991	72.00
108.	Tip Tops, Frigidaire, Dayton, Ohio.	2990	65.00
109.	Falcons, Thompson Ramo Woodridge, Cleveland, Ohio	2990	65.00
110.	A.A.A. Vending, Delco Products, Dayton, Ohio	2989	62.50
111.	Blue Bird Pies, Blue Bird Baking Co., Dayton, Ohio.	2989	62.50
112.	Robinair, Montpelier, Ohio.	2988	55.00
113.	Bories No. 1, Firestone Tire & Rubber Co., Akron, Ohio.	2988	55.00
114.	Wheels, Standard Register Co., Dayton, Ohio	2988	55.00
115.	Pesky Rams, WADD, Wright-Patterson AFB, Dayton, Ohio.	2987	55.00
116.	Autometrology, Sheffield Corp., Dayton, Ohio	2986	51.67
117.	Renegades, Lincoln Electric Co., Cleveland, Ohio	2986	51.67
118.	Office, Kroger Co., Cincinnati, Ohio	2986	51.66
119.	5 Deuces, North American Aviation, Columbus, Ohio	2985	50.00
120.	Savings Society, Springfield Sav. Soc., Springfield, Ohio.	2984	50.00
121.	5th Year Students, Frigidaire, Dayton, Ohio	2984	50.00
122.	National Carbon, Fostoria, Ohio.	2984	50.00
123.	Reddy Kilowatts, Indiana & Mich., Electric Co., Ft. Wayne, Ind.	2983	50.00
124.	Crows, Goodyear Atomic Corp., Portsmouth, Ohio	2983	50.00
125.	Dayton Power & Light Co., No. 1, Greenville, Ohio	2983	50.00
126.	10-Inch Mill, Kaiser Alum. Chem. Corp., Newark, Ohio.	2983	50:00
127.	Westerville Creamery, Westerville, O.	2983	50.00
128.	Kroger No. 2, Dayton, Ohio.	2982	45.00
129.	Rockwel No. 2, Rockwell Register Corp., Bellefontaine	2982	45.00
130.	Dogs, The Quaker Oats Co., Marion, Ohio	2982	45.00
131.	Hinson Realtor, General Motors, Columbus, Ohio	2982	45.00
132.	Steel Drivers, Link-Belt, Indianapolis, Ind.	2980	42.50
133.	National Lime & Stone, Buckland, O.	2980	42.50

NOTICE

A total of 291 Team Prizes and 168 3-Game Individual Prizes were awarded, but because of the limited amount of space, we were unable to list a complete report of prize winners.

3-GAME INDIVIDUAL PRIZES
(WITH HANDICAP)

1.	Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	770	$ 200.00
2.	Tom Wininger, Chrysler Missile, Detroit, Mich.	724	150.00
3.	Vic Moore, Sealtest, Hamilton, Ohio	721	125.00
4.	Kenneth Star, North American Aviation, Columbus, O.	717	100.00
5.	Dave Barney, N.C.R., Dayton, Ohio.	715	95.00
6.	Jim Ellis, F. A. Davis & Son, Columbus, Ohio	712	90.00
7.	Keith Mong, 1st National Bank, Mansfield, Ohio	711	82.50
8.	Dale Sheffler, General Tire & Rubber, Akron, Ohio	711	82.50
9.	Garie Thompson, Hartzell Propeller, Piqua, Ohio	709	75.00
10.	Robert Scott, Moraine, Dayton, Ohio	708	70.00
11.	Martin Boggs, Bendix, Hamilton, O.	707	65.00
12.	George Dillhoff, Reynolds & Reynolds, Celina, Ohio	706	60.00
13.	Ray Brookbank, USWA, Local 2559, Muncie, Ind.	703	55.00
14.	Charles Stir, W-P AFB, Dayton, O.	702	50.00
15.	Charles Flook, W-P AFB, Dayton, O.	699	40.00
16.	Lou Nolan, Lincoln Electric, Cleveland, Ohio	699	40.00
17.	Norbert Fisher, Permaglass, Payne, O.	699	40.00
18.	John Blackburn, Overmeyer Mould, Winchester, Ind.	698	27.50
19.	Frank Jowdy, W-P AFB, Dayton, O.	698	27.50
20.	Karl Knodel, East End Mkt., Van Wert, Ohio	696	25.00
21.	Paul Linkous, Pennsylvania Railroad, Richmond, Ind.	692	25.00
22.	Jim Carr, Viking Tool, Dayton, Ohio	691	25.00
23.	Win Trumble, Minn. Ming. & Mfg., Hartford City, Ind.	690	24.00
24.	Jim Harrison, Yoder Engraving, Middletown, Ohio	689	24.00
25.	Dick Henton, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
26.	Lowell Simon, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
27.	Jack Hoover, Line Material, Zanesville, Ohio	688	23.00
28.	John Holicki, Great Lake Steel, Ecorse, Mich.	688	23.00
29.	Charles Steele, N.C.R., Dayton, Ohio	688	23.00
30.	Darrel Talley, Effl-Cell-O, Fostoria, Ohio	688	23.00
31.	Bernard Cook, Logan Clay Prod., Logan, Ohio	687	22.00
32.	James McCarty, Dayton Etched Prod., Dayton, Ohio	687	22.00
33.	Bill Brown, N.C.R., Dayton, Ohio.	685	22.00
34.	Dorris Newton, Philip Morris, Louisville, Ky.	685	22.00
35.	Norb Klosterman, New Idea, Coldwater, Ohio	684	21.00
36.	Albert Lewis, Ford Motor, Dearborn, Mich.	684	21.00
37.	R. McLain, Copeland Ref. Co. No. 2, Sidney, Ohio	683	20.15
38.	Bill Przelenski, Wheeling Tile Co., Wheeling, W. Va.	683	20.15
39.	John Arney, W.P. Procurement, Dayton, Ohio	683	20.14
40.	Reuben Ledford, Macombers Steel, Canton, Ohio	683	20.14
41.	Wayne Wolfe, Timken Roller Bearing, Columbus, Ohio	683	20.14
42.	Carl Gubash, General Tire, Akron, O.	683	20.14
43.	Tom Iaconis, Westerville Creamery, Westerville, Ohio	683	20.14
44.	Carl Luerman, Johns-Manville, Richmond, Ind.	682	19.00
45.	Winfield Mayers, Dana Corp., Toledo, Ohio	682	19.00
46.	Harold Reinhard, Atlas Crankshaft, Fostoria, Ohio	681	18.34
47.	Pete Horn, Lunkenheimer, Cincinnati	681	18.33

(SEE ADDITIONAL LIST OF PRIZES ON BACK OF ENTRY BLANK)

ENTRY FEE—$35.00

PRIZE FEE	$4.35
BOWLING	1.50
TOURNAMENT EXPENSE	1.15
TOTAL	$7.00 Per man

ENTRIES CLOSE MARCH 27, 1961

Rules On Reverse Side

GUARANTEED

TEAM

$6,000

First Place

ENTRY BLANK

DATES April 1, 2, 8, 9, 15, 16
April 22, 23, 29, 30
May 6, 7, 13, 14
May 20, 21, 27, 28

Time of Shifts

Saturday — 10:30 a.m., 1:00 p.m., 3.30 p.m., 6.00 p.m., 8:30 p.m.

Sunday — 10:30 a.m., 1:00 p.m., 3:30 p.m., 6:00 p.m., 8:30 p.m.

NO 10:30 a.m. Shift April 1 or 2.
(Note: April 2 is Easter Sunday)

NO 8:30 p.m. Shift May 28th.

ALL SUNDAY 8:30 SHIFTS WILL HAVE SQUAD PRIZES

The_____

Representing_____
Name of Firm for Which Bowlers Work — Address

Hereby makes entry in the Twenty-fourth Annual

DAYTON JOURNAL HERALD NATIONAL INDUSTRIAL BOWLING TOURNAMENT

(Use Last Year's Final Averages)

List Names in the Order They Will Bowl PLEASE PRINT OR TYPE		ABC No.	IND. AVG.	GIVE NAMES IN FULL PLEASE PRINT OR TYPE		ABC No.	IND. AVG.
1				4			
2				5			
3				6			

Captain_____ Address_____ Phone_____

City_____ State_____

Establishment in Which Team Bowls_____

1st Choice of Date and Time_____ 2nd Choice_____

Entry Blanks will be mailed upon request. Call or write Varsity Lanes — BAldwin 2-6151.

Note: All reservations will be cancelled if entry blank and fee is not sent by March 20, 1961.

Certification of Averages

(Use Last Year's Final Averages)

DO NOT WRITE HERE		
ENTRY No.		
DATE REC'D		
CASH	M.O.	CHECK

City Secretary Name — Address — City

(Does NOT Require Signature of City Secretary)

Make All Checks Payable to
HARRY ZAVAKOS, Treasurer
c/o VARSITY LANES
637 N. Main St. Dayton, 5, Ohio

For Further Information or Reservation, Call
THE VARSITY
BAldwin 2-6151
637 N. Main St. Dayton, 5, Ohio

SPECIAL PRIZES

OPENING SHIFT SQUAD PRIZES

1.	Rockets, Wright-Patterson AFB, Dayton	3053	$ 25.00
2.	Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000	15.00
3.	Autometrology, Sheffield Corp., Dayton	2986	10.00

HIGH TEAM, ONE GAME (Actual)

1.	Shifters, Wright-Patterson AFB, Dayton, Ohio	1051	$ 150.00
2.	Hatfield Electric, Speedway, Ind.	1041	100.00
3.	Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	1020	50.00

HIGH THREE-GAME TEAM (Actual)

1.	CIO 1331 No. 1, Republic Steel, Youngstown, Ohio	2875	$ 150.00
2.	Hatfield Electric, Speedway, Ind.	2870	100.00
3.	Local 1299, "Dreamers," Great Lakes, Ecorse, Mich.	2848	50.00

SINGLES, THREE GAMES (Actual)

1.	Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	686	$ 100.00
2.	John Holicki, Local 1229, Great Lakes Steel, Ecorse, Mich.	663	75.00
3.	Robert Mowery, Goodyear Tire & Rubber, Akron, Ohio	660	25.00
4.	Ott Kistler, Precision Rubber, Dayton	660	25.00

HIGH SINGLE GAME (Actual)

1.	Larry Rush, Studebaker Pickup, South Bend, Ind.	264	$ 100.00
2.	Heinz Balzuweit, N.C.R., Dayton, Ohio	258	75.00
3.	Ray Oblock, Forest City Foundries, Cleveland, Ohio	257	25.00
4.	Ron Balsley, Wright Industrial Supply, Toledo, Ohio	257	25.00
	SUNDAY NIGHT SQUAD PRIZES		$ 370.00
	TOTAL SPECIAL PRIZES		$1470.00

WRIST WATCH WINNERS

EACH SQUAD (62) FIRST GAME ACTUAL

J. Krietzer, Dayton, Ohio	226
Chet Domalski, Toledo, Ohio	212
J. Thomas, Dayton, Ohio	239
J. Stracka, Homestead, Pa.	211
M. Dues, Coldwater, Ohio	235
K. Knodel, Van Wert, Ohio	216
Wm. Supper, Dayton, Ohio	226
Chas. Cron, Dayton, Ohio	202
M. Boggs, Hamilton, Ohio	233
B. Houser, Findlay, Ohio	223
E. Sekoleski, Dayton, Ohio	218
M. Adams, Indianapolis, Ind.	233
J. Proper, Indianapolis	256
R. Henderson, Wooster, Ohio	233
H. Knox, Ft. Wayne, Ind.	225
J. Bertschi, Dayton, Ohio	224
J. Scarpelli, Dayton, Ohio	232
H. Stafford, Dayton, Ohio	235
K. Fly, Indianapolis, Ind.	221
J. Kaminski, Youngstown, Ohio	238
F. Radcliffe, Cincinnati, Ohio	223
R. D. Merriman, St. Marys, Ohio	225
R. Sather, Dayton, Ohio	254
G. Swartz, Mansfield, Ohio	233
G. Kennison, Cincinnati, Ohio	211
C. Ferdelman, Dayton, Ohio	225
T. Barron, Dayton, Ohio	242
O. Evans, Dayton, Ohio	251
Ev Wilkins, Owens, Ill.	235
F. Durant, Coshocton, Ohio	234
G. Budger, Columbus, Ohio	246
G. Payne, Cleveland, Ohio	213
H. Gentry, Crawfordsville, Ind.	213
R. Corder, Columbus, Ohio	226
L. Davis, Hagerstown, Ind.	233
D. Weaver, Dayton, Ohio	233
J. Schide, Dayton, Ohio	226
R. Wieland, Dayton, Ohio	242
Chas. Stir, Dayton, Ohio	236
N. Yountz, Dunkirk, Ind.	244
C. Meredith, Lima, Ohio	233
J. Garnes, Columbus, Ohio	234
D. Marquis, Dayton, Ohio	243
L. Rush, South Bend, Ind.	264
J. Lansaw, Middletown, Ohio	235
B. Wolf, Charleston, W. Va.	219
B. Brown, Cincinnati, Ohio	228
J. Woodruff, Whiting, Ind.	246
L. Cross, Cleveland, Ohio	249
D. Baker, Troy, Ohio	214
A. Lewis, Dearborn, Mich.	248
B. Carmazzi, Bellefontaine, Ohio	247
E. Fowler, St. Louis, Mo.	246
D. Green, Dayton, Ohio	236
G. Walker, Van Wert, Ohio	227
C. Furr, Barberton, Ohio	225
O. Kistler, Dayton, Ohio	226
J. Hoover, Zanesville, Ohio	235
J. Turkel, Canton, Ohio	221
C. Thorley, Canton, Ohio	234

TOURNAMENT RULES

All bowlers on a team must be employed by the same industrial firm, business establishment, etc., means where bowler earns his living — part time employees not eligible.

Employees of bowling establishments or bowling supply houses are not eligible.

Three games will be rolled with a team prize list and an individual prize list, both with handicap. One fee of $7.00 will embrace both prize lists.

70% handicap of 1000 will be used in team competition.

70% handicap of 200 will be used in individual competition.

1959-1960 final averages will be used, but singles or doubles league average needn't be used if bowler has team average. Mixed league average will NOT be accepted.

A minimum average of 128 will be in effect.

Averages to be used will include 21 or more games as of January 1, 1961, if bowler does not have 1959-1960 average.

Every bowler must use his highest league average.

Any bowler not having an established league average must use 200 average.

Entry fee must accompany entry blank.

Prize fee of $21.75 per team will be returned 100% to prize fund.

At least 1 prize for each ten entries.

Team captains must show ABC cards when registering.

Any bowler not having an ABC card must pay $1.50.

A bowler may participate only once in this tournament.

Teams will be paired according to pin average or prior reservation.

The first captain reporting will draw the alley assignment for both teams, and bowl all 3 games on the same pair of lanes.

The team may use other than its sanctioned name without the payment of additional ABC dues.

Five ABC sanctioned bowlers may form a make-up team and enter without the payment of additional ABC dues, providing they work for the same employer.

Averages of prize winning teams and individuals will be checked and any found to be incorrect will mean forfeiture of entry fee. No more handicap will be granted after captain checks in, due to averages being too high.

The team captain is responsible for the correctness of all averages.

The team captain must report to tournament headquarters 30 minutes before scheduled time.

Out of town entries must have name and address of city secretary. (No signature required.)

The tournament manager reserves the right to reject any entry.

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TOP MANAGEMENT SPEAKS:

INDUSTRIAL RECREATION . . .

in many instances, the only opportunity to participate in planned, physical recreation

Over the years, and especially within the past decade, AMF has been keenly interested in industrial recreation programs for its many employees throughout the country, and we feel industry's contribution to this field can be immeasurable.

Aside from the fact that American Machine & Foundry Company manufacturers recreational products for leisure-time use, from a strictly internal management point of view, we feel that employee recreation programs can offer a telling contribution to overall company progress and teamwork.

More specifically, a broad recreation program for employees can accomplish the following:

1. It can provide a change of pace and give a new dimension to our jobs and our company associations.
2. It can raise the spirit of the organization.
3. It breaks down internal communication barriers; gives opportunity for employees' family participation; and in some respects is a more effective means of communication than a plant newspaper.
4. Depending on the type of industrial recreation, such programs aid the employee in his general physical fitness and sometimes open new avenues of recreation for his leisure-time activity.

We at AMF are firm believers in physical fitness—especially youth fitness—and have and are working closely with the President's Council on Youth Fitness and with other recognized recreational organizations throughout the country.

To encourage fitness through physical recreation, whether it be industrial, community or private programs, we are inaugurating this year the "AMF Awards for Outstanding Reporting in the Field of Physical Recreation". This is a nation-wide program.

We are also, of course, promoting bowling throughout the country for teen-agers and their elders in order to improve physical as well, as mental health. Most of our plants have internal bowling leagues, the majority of which are tied in with local industrial leagues.

In a great many instances, we find that our own industrial recreation programs afford the only opportunity or outlet for an employee to participate in planned, physical recreation. I'm sure that we can all appreciate the fact that otherwise an employee might not make the effort as an individual at home or he might not find a sufficient number of friends or neighbors at his call to form, say . . . a softball team or a golf league.

We have had a great deal of success in providing the necessary employee service for bowling, basketball, golf, softball, photo contests, picnics, and lesser programs of this type. Through participation in such industrial recreational activities, new employees make new friends with older employees who have similar interests. At one of our AMF plants, our employees were so enthusiastic about such a program that they offered to share expenses with management on a new clubhouse. This clubhouse is now built and in use.

This particular employee identification with his fellow members and with the Company has been very encouraging and has induced local management and supervisory personnel to enter more fully into the programs themselves.

Such friendship and such recreation we feel pay dividends.

CARTER L. BURGESS
President
American Machine & Foundry Co.



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NO HANDICAPS

. . . *in sports*



Why will a quadruple amputee take up bowling, or a blind man play golf? Sports accomplishments, more than any other achievement, prove to the disabled that they have completely conquered their handicaps

"Amputee? Sure! Handicapped? No!" is the triumphant victory cry of the National Amputee Golf Assn.

Far more than that, however, the golfer's slogan captures the spirit and determination of other, growing groups of deaf, blind and paralyzed athletes who have mastered virtually every sport devised for the enjoyment of healthy, able-bodied men.

Learning a specialized trade may be the most important step in rehabilitation. Certainly the remarkable work done in occupational therapy has helped the disabled prove to the business world and his community that he is a valuable citizen.

But it is through sports that even the most seriously handicapped can prove to himself that he has completely overcome the problems of his disability, that he can take a really active part in the physical world.

DIGNITY AND SELF RELIANCE

To conquer a justified sense of inferiority, to recover dignity and build self reliance, consider what it must mean to a paraplegic to compete with other men of equal caliber in the rugged game of basketball. Or to the blind golfer who excels at the sport in which the very first lesson is "keep your eye on the ball."

Sports programs for the handicapped fulfill two functions: mental and physical therapy; and a normal, natural outlet for pent-up energies. Their success points to an important area where the industrial recreation director can utilize his training and make his value appreciated.

Usually the opportunity is just beyond his office door. Many companies have established programs for hiring handicapped employees. Almost every firm of any size has faced the problem directly when one of its employees was crippled by disease or accident.

An excellent example of what can be done is provided by Gus Albert, recently retired recreation director of Sperry Gyroscope Co., Great Neck, Long Island. About two years ago, Albert was asked to help organize the recreation program for Abilities, Inc., in neighboring Albertson.

Even for a man of Albert's experience, the job was a difficult but inspiring challenge: all 300-400 Abilities, Inc. employees have serious physical handicaps.

Albert started by teaching bowling to 60 of the employees. The response was tremendous, and so were the results. The quadruple amputee pictured above now maintains a 105 average and has scored as high as 135 in a single game.

While high scores are not the ultimate objective of these programs, it is obvious that the handicapped must attain

---

Sports Organizations for the Disabled

AMERICAN ATHLETIC ASSN. OF THE DEAF
James Barrack, Secretary-Treasurer, 1525 Cottage Lane, Towson, Baltimore, Md.

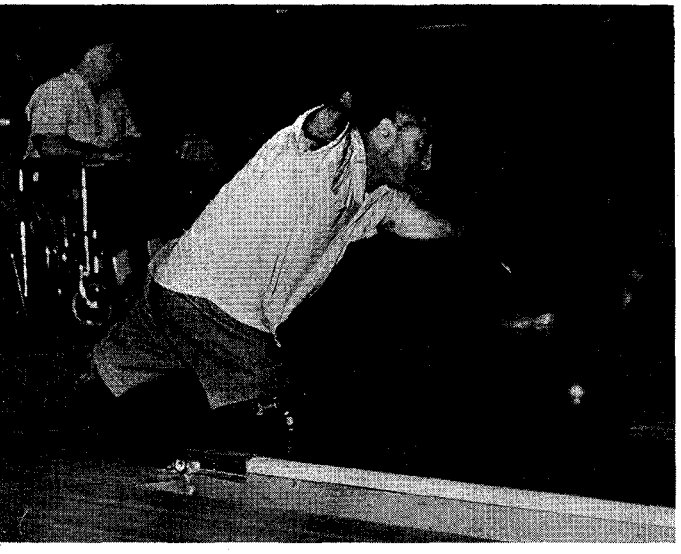
AMERICAN BLIND BOWLERS ASSN.
Roy Ward, Secretary-Treasurer, Box 7177, Richmond 21, Va.

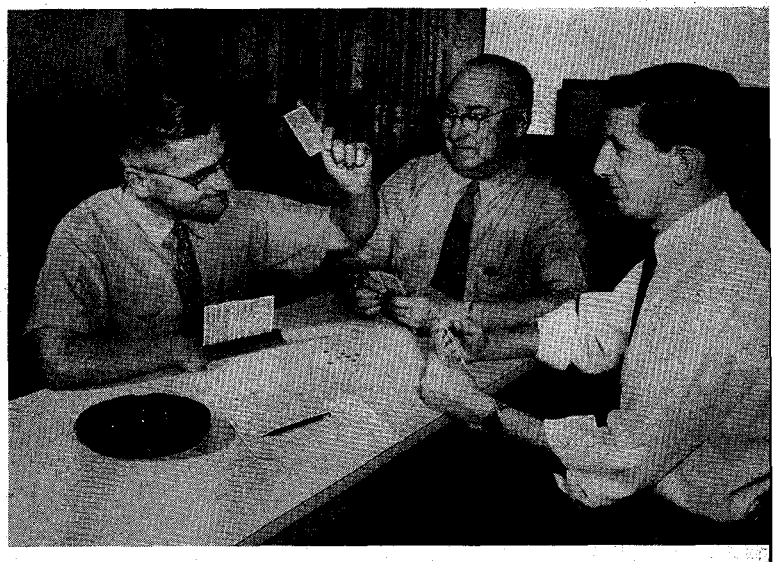
JOSEPH BULOVA SCHOOL OF WATCHMAKING
Benjamin Lipton, Director, 40-24 62nd St., Woodside 77, Long Island, N. Y.

NATIONAL AMPUTEE GOLF ASSN.
Dale S. Bourisseau, Secretary, Solon Center Bldg., Solon, Ohio

NATIONAL WHEELCHAIR BASKETBALL ASSN.
Harry A. Schweikert Jr., c/o Paralyzed Veterans of America, 432 4th Ave., New York, N. Y.

U. S. BLIND GOLFERS ASSN.
Charles Boswell, President, 1452 Brown-Marx Bldg., Birmingham 3, Ala.





WINNER'S TROPHY (photo at left) in the fourth National Wheelchair Games is awarded to the Gizz Kids team captain Paul Sones (l) and Ken Clark, U. of Illinois Rehabilitation Center, by Ben Lipton, director of the Games and host Bulova School of Watchmaking (r.) ***BOWLING*** (center photo) has been mastered by this quadruple amputee employed by Abilities, Inc., who maintains a 100 average. ***GOOD EXAMPLE*** (photo at right) of simple, but important measures that facilitate participation by the handicapped, is this card rack used by a number of disabled Allis-Chalmers Mfg. Co. employees who play regularly in the firm's sheepshead league.

some degree of proficiency. Otherwise, their participation in a sport may offer little benefit.

Hence, by spring of last year, the Abilities bowlers were ready to prove themselves in competition. Albert arranged a tournament with 40 of his new proteges against 40 of his regular Sperry bowlers. A special point per game system was devised to help equalize scores, but the competitive spirit of the Abilities bowlers was keen. They asked no favors and got none.

In addition to bowling, Abilities employees actively participate in table tennis, shuffleboard, badminton and swimming as well as music and hobby activities.

To organize similar programs, recreation directors can turn to several outstanding organizations for assistance.

For the sightless, both the American Blind Bowlers Assn. and the U. S. Blind Golfers Assn. will cooperate fully in providing specialized information and, when possible, instruction clinics.

1,000 BLIND BOWLERS

This season more than 1,000 blind bowlers are rolling in 54 sanctioned leagues in 15 states and Toronto. Of these some 100 to 110 teams will converge on Indianapolis, June 2-4, for the ABBA's 12th national tournament.

In addition, more than 500 individuals entered this year's mailographic meet, and others participated in one of several regional tournaments.

Both the partially sighted, as determined by federal classifications, and the totally blind are eligible for ABBA membership. In sanctioned play, however, at least two members of each five man team must be totally blind.

Understandably, the ranks of the blind golfers are fewer in number. About 23 men will turn out for the USBGA's 14th tournament in Cleveland this July. Led by President Charles Boswell, members are convinced of the sport's value and are active in exhibition and clinic work.

Both groups play their respective sports with virtually no rules changes. Totally blind bowlers use a hand rail and are told what pins are standing after splits. Within a year, a totally blind person with some natural athletic ability will be able to maintain a 100 average. For the partially sighted a 140 average, after a year's practice, is considered good. Top tournament score for a totally blind bowler is a remarkable 222.

The only leeway given a blind golfer is permission to heel the club head in the hand. He plays with a coach who describes the shot, helps select the proper club and addresses the ball. A collegiate football star, Boswell had never played golf before losing his sight during World War II. Today, he shoots in the 80's.

Equally remarkable is the progress, mentally and physically, made by the 400 members of the National Amputee Golf Assn. Through its 16 regional offices, NAGA conducts regular golf instruction clinics for children and beginners, furnishing special golf clubs when necessary.

Competition is provided in all classes, and the national tournament attracts upwards of 100 men and women. A heartwarming example of the results of the NAGA program is dramatically shown by the performance of Tommy Herbert of Euclid, Ohio. At the age of two, Tommy lost both hands at the wrist in a railroad accident. However, he now plays golf gripping the club in the crook of his elbows, a technique he also adapted to hitting and throwing a baseball. At the age of 12, Tommy could drive a golf ball 125 yards and starred in Little League baseball.

see NO HANDICAPS, page 20



Courtesy of Osborne-Kemper-Thomas, Inc.

some common

MISCONCEPTIONS

about bowling

Mistaken notions about the game have kept 9 out of 10 people from enjoying the nation's top participant sport

"Regardless of what the statistics show, my research tells me that only 10 out of every 100 people go bowling," says Ralph Tucker, a West Coast television announcer.

"In any group of 100, your findings will show that almost all of them would like to bowl, but reasons of their own have kept them from it."

Tucker knows what he's talking about. For the last four years, he has asked several thousand people to fill out questionnaires giving the reasons why they don't bowl. The results, boiled down to 17 major reasons (see box), have provided the subject material for Tucker's regular "bowling education" shows which are carried on California TV stations from Fresno to Oakland.

Any industrial recreation director who feels participation in his company bowling leagues is not what it could be, should take a tip from Tucker.

Based on his survey results, Tucker proceeds to break down all the misconceptions of the game by arming his audience with bowling knowledge, thereby making them agreeable to give the game a try.

"To expect people who are fearful of the game to take it up," says Tucker, "is not at all realistic." Consequently, he will devote more than half the program to a single subject such as showing that the ball can't stick to the thumb, the No. 1 fear of non-bowlers.

At other times, Tucker teaches etiquette, scoring, the basic approach and the weight of the ball explaining that they're never more than 16 lbs. and may be as light as 10 lbs.

His education program even goes as far as to tell what to wear while bowling. Tucker uses actual bowlers on the show, not models. It is easy to show a pretty young lady looking terrific bowling. However, Tucker learned quickly that the women he was trying to reach are, primarily, older than 35 and have put on that extra 10 lbs. "The viewer wants to see a dress that will look good on her, not some teen-ager.

"A precautionary measure to be taken," Tucker warns, "is that any group who attempts to stage a bowling show of this type should make absolutely certain that the person doing the show knows bowling inside out. He must use the proper terminology and have a sincere interest in the game and a desire to develop new bowlers."

Ironically, the old bowling jokes are the very things that most non-bowlers fear about the sport. "Take for example the beer commercial," Tucker points out, "that shows a bear going down the lane with the ball. How many times have you heard someone say, 'That's what would happen to me!'"

Consequently, Tucker emphasizes that any bowling "educator" must be deadly serious in his presentation to non-bowlers and not attempt to be funny about the sport.

A former general manager of two bowling establishments, Tucker believes that the barriers on "Why People Don't Bowl" can best be broken down by television. But non-bowlers beyond the reach of Tucker's telecasts would certainly benefit from a similar approach made by recreation directors.

REASONS WHY PEOPLE DON'T BOWL . . .

1. *My thumb will stick in the ball, and I'll go down the lane*
2. *I will look silly, and people will make fun of me*
3. *I don't have anyone to go with*
4. *The ball is too heavy (most non-bowlers think it weighs more than 20 lbs.)*
5. *Bowling is serious. I want to have fun*
6. *Bowling is for men*
7. *I will look awful. I have put on too much weight*
8. *I have never been athletic. I'm too clumsy*
9. *I wouldn't know what to wear*
10. *Bowling centers are too big and too complicated*
11. *I won't know what to do or how to act*
12. *We participate in another sport only*
13. *Bowling looks too hard*
14. *It looked easy on TV, but my ball always winds up in the gutter*
15. *If I could take lessons, I'd try*
16. *Bowling is too expensive*
17. *If I knew something about the game, I would bowl—like scoring for example*

Based on the article "Why People Don't Bowl" which appeared in *The Bowling Proprietor* magazine, November 1960.



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BOWL WHERE YOU SEE THE "MAGIC AMF TRIANGLE" T.M.

As a natural progression from scaled-down boys baseball; Pony, Colt and other youth baseball leagues answer the 12-year-old's question:

After Little League . . . THEN WHAT?

by Mort Leve

No superstition about it, 13 is an unlucky number for millions of boys who have grown up with a baseball bat in their hands and a major league style uniform on their backs.

That's the age when they graduate from Little League and other boys baseball programs. Of last year's playing crop of nearly half a million 12-year-olds, some will join one of the intermediate programs this spring. The majority, however, will be on their own.

What's the problem? Certainly, it is no longer a lack of organized programs that pick up where Little League leaves off. Of the six youth baseball programs listed on the opposite page, three (Pony, Babe Ruth and VFW Teener leagues) appeal directly to the 13-year-old.

Neither is the sharp drop-off in the number of boys playing in these advanced leagues caused by a loss of interest.

While a number of boys begin to show preferences for other recreational pursuits, the ratio runs about one Pony League for two Little Leagues in areas where both programs are well established. With close to 6,000 Little Leagues now sanctioned the potential for Pony League is about three times its present size. Add to this the number of Babe Ruth and VFW leagues, and the potential is still far from being reached.

The problem is not with boys, but with men—a lack of qualified managers, coaches, umpires and league officials.

For an idea of supervisory demands, 16,000 adult volunteers served 80,000 boys playing in Pony and Colt Leagues last year. That's one adult for every five boys.

A man well versed in baseball knowledge does not necessarily make a good boys coach since he must also be able to handle these lads during a period of rapid mental and physical growth.

To compound the problem, recruiting and training adult volunteers is a constant task. A big percentage of them drop out of the program when their sons graduate, just as they do in scouting, PTA and other civic activities.

To help fill the breach, industry, for a number of reasons, has become increasingly involved in providing the manpower for youth baseball.

First, as has been proved in similar programs such as scouting and Junior Achievement, industry has the organization and established lines of communication so vital in publicizing, promoting and organizing youth programs.

Those companies which employ a recreation director also have qualified leadership immediately available.

The combination of employee and community relations plus, in some cases, public relations and advertising values provide the motive. The recent stress on family participation in industrial recreation programs has also been a major factor leading to industry's entry into boys baseball.

The industrial migration to suburbia—the hotbed of Little League—is still another important factor. Because of high community interest, many companies have turned to Little League sponsorship as a successful method of becoming integrated into their new surroundings.

And finally, once a company sponsors Little League, it frequently goes on to organize youth leagues as a natural progression.

TYPES OF SPONSORSHIP

Types of industrial youth league sponsorship are as varied as industry itself. Take the typical Chicago suburb of Northbrook. Fireguard Corporation donated a parcel of land for a playing field. Culligan, the national soft water main plant, sponsors a team. Northbrook Lumber also sponsors a team and has donated lumber for scoreboards and dugouts.

Larger firms have also played a major role in boys baseball progression. Kaiser Steel Corp. in Fontana, Calif., built a lighted Pony League field with a 3,000 seating capacity. Timken Roller Bearing Co., Canton, Ohio, was one of the first to provide facilities and sponsor full Little and Pony Leagues.

In terms of money, the cost is negligible when compared to industrial expenditures for other civic projects.

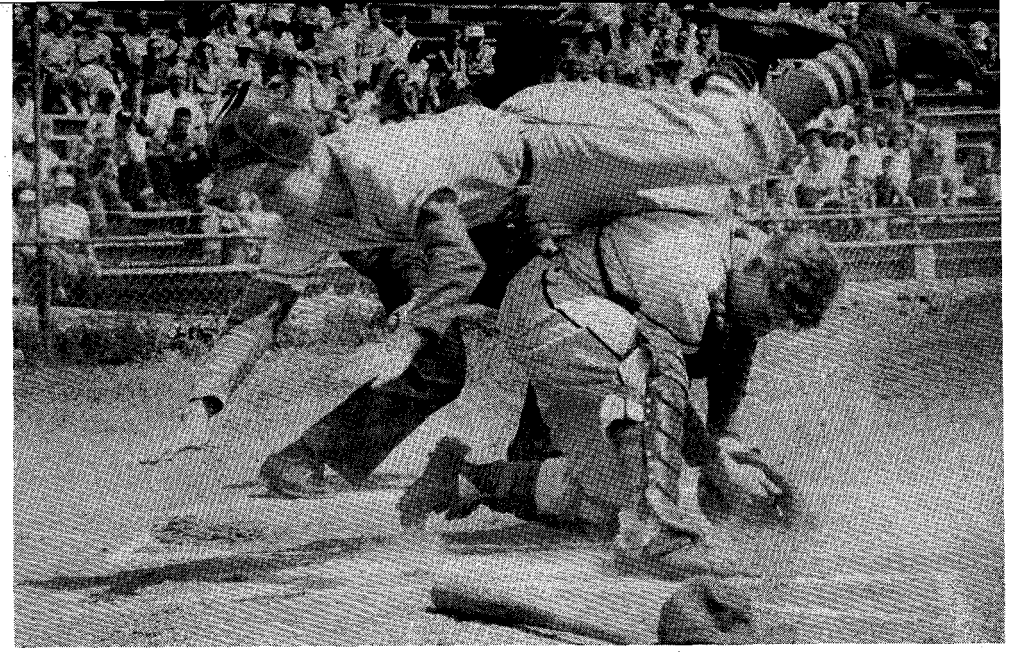
Average sponsorship expenses for one team run about $500, proportioned over a three-year period, and average $100 each year thereafter. Initial costs cover uniforms with the sponsor's name lettered on each unit, catcher's equipment, protective helmets, baseballs, bats and national sanction fees (see box, on the left).

Estimated Team Costs

Approximate costs necessary for a 15-player Pony or Colt League team and uniformed manager:

16 uniforms — $7.50 @	$120.00
16 caps — $1 @	16.00
16 pairs of socks — $1.20 @	19.20
1 catcher's mitt	12.95
1 catcher's mask	9.95
1 catcher's body protector	7.95
1 catcher's cup type supporter	2.50
1 pair catcher's shin guards	7.95
5 batting helmets — $4.45 @	22.25
1 dozen baseballs	18.60
6 bats — $2 @	12.00
Lettering — $1.60 @ uniform*	25.60
16 shoulder insignia — $.25 @	4.00
Team sanction fee	7.50
	$286.45

Costs generally borne by the league include payment of umpires, field equipment purchases, and in some cases, insurance, field rental.
*Lettering on uniforms usually runs about eight cents a letter. Price quoted is for team name of 20 letters.



PONY LEAGUE action takes the Little Leaguer up another notch in baseball progression. Note that baserunners must wear protective headgear. Teams must also carry medical accident insurance.

Of the most popular, nationwide organizations*, only Pony League actually provides an intermediate step between the boys and men's games.

Pony League takes the 13 and 14-year-olds and moves them up from the cut-down 60 ft. Little League base distance to an intermediate 75 ft. distance while still maintaining the same appeal of uniformed teams with similar playing and league organization rules.

FROM 13 TO 18

The large Babe Ruth organization spans the 13 to 15 age group playing on a regulation size diamond.

For Pony Leaguers, the next step up the baseball ladder is the affiliated Colt League. Merged with Pony Grads last year, Colt League moves the boys onto the regulation 90 ft. diamond but retains the two-year segment of development. This is consistent with the belief of Pony-Colt leaders that the average boy is lost when competing with boys who are three or more years older.

Babe Ruth and some of the others that span a three year period require that a minimum number of the younger players be retained on team rosters.

The last step in youth baseball progression would be into either the popular American Legion program or the Connie Mack Division of the American Amateur Baseball Congress.

All these programs have regional eliminations leading to national championship tournaments. Most of these classics are fully sponsored, and the teams coming in for the big week are housed and fed and treated like conquering big league heroes.

The citizenship values of youth baseball have been applauded at every level from the nation's capitol to the village hall. Recognizing these and other values, industry is playing an ever-increasing part in these programs. Through their recreation directors, they can serve as a stabilizing factor in the fast-changing personnel, and provide year-in and year-out guidance.

**Khoury League, popular in eight South-Southwestern states has seven, two-year divisions beginning with seven-year-olds with graduated field dimensions.*

Intermediate Youth Baseball Organizations

PONY LEAGUE, P. O. Box 225, Washington, Pa.

AGES: 13 - 14

Moves one step up from the Little League game with bases set 75 ft. apart as opposed to Little League's 60 ft. and regulation 90 ft. Conventional uniforms and helmets for batters and baserunners are required.

BABE RUTH LEAGUE, 524½ Hamilton Ave., Trenton 9, N. J.

AGES: 13 - 15

Uses regulation major league field dimensions and, except for bats, equipment specifications. Each team must have at least five 13-year-olds and no more than five 15-year-olds. Full uniforms recommended.

VFW TEENER LEAGUE, Broadway at 34th St., Kansas City, Mo.

AGES: 13 - 15

Follows regulation game in virtually all respects. One-third of the 15 to 20 player roster must be 13 years old. Full uniforms are not mandatory but are recommended. Head protectors required for tournaments.

COLT LEAGUE, P. O. Box 225, Washington, Pa.

AGES: 15 - 16

Affiliated with Pony League as the last step in the progression from cut-down field and equipment dimensions to the regulation game. Full uniforms and approved head protectors are required.

AMERICAN LEGION, 700 N. Pennsylvania St., Indianapolis 6, Ind.

AGES: UP TO 17

Regulation game, has no stipulations on age breakdown of team rosters. Teams do not need to be uniformed until reaching state and national championships. Head protectors must be worn by all batters.

CONNIE MACK DIVISION, P. O. Box 44, Battle Creek, Mich.

AGES: UP TO 18

Affiliated with American Amateur Baseball Congress. Regulation game with no age breakdown requirements. Uniforms are not required. Head protectors, other details left to discretion of individual leagues.

SYMPHONY IN STATISTICS

New research presents a note by-note account of industrial music organization, financing

- ***The typical industrial music program is supported by the company with a yearly $3,167 contribution***
- ***The director is a full-time employee who gets paid $4 an hour for one, two-hour rehearsal a week***
- ***The program includes a mixed chorus of 45 members and, usually, a band or glee club of 41 members***
- ***The average member, an engineer, has had music training, has been with the firm less than four years***

AND . . . his favorite song is "Battle Hymn of the Republic" although there are 128 other titles in his group's music library.

. . . his membership in the group has made him feel more individual responsibility toward his company, but he doesn't take music as seriously as musicians do in other groups.

These and an amazing volume of other statistics have been produced by an extensive study, "A Survey and Evaluation of Company Sponsored Musical Organizations in the North Central States."

Recently completed, the study helped earn a Master of Music degree at Northwestern University for its author, James A. Wiltshire.

For industrial recreation directors and their music leaders, the study provides an answer for almost anything they might want to know about industrial music practices.

Data ranges from general organization and finance to balance of voice parts in choral groups, how members feel after rehearsal (64% are "less tired than usual"), the directors' opinions about industrial musicians (tolerant) and companies' opinions about the whole thing (it's a good deal, even though it's more expensive than other activities).

To launch his ambitious project, Wiltshire built a list of 46 companies in the North Central states that were known to sponsor some type of employee musical activity.

Of these, 27 completed the first questionnaire which sought information on organization, finance and management's opinion and relationship with the program.

Some of the results are shown below in Tables, I, III, VI and VII. The companies ranged in size from 700 to 25,000 employees with the largest percentage of employee participation in a single program pegged at 19%.

Twenty of these 27 firms reported that they actively sponsored the musical groups with 15 of them subsidizing the program completely. Six of the programs were financed completely by the employee recreation association. The other six drew on a number of revenue sources.

In comparing the expense of a musical organization with other company sponsored recreational activities, eight of the companies said the cost was higher (10% to seven times more expensive.) Possibly having attempted—with success—to keep music costs in line with other programs, four firms said the expenses were the same, one said music was more expensive than bowling or golf but less than basketball and softball. Another said it was the same as basketball.

SOLID SUPPORT

Regardless of the expense, management of all the firms seemed to line up solidly behind their music programs. Most of them felt that even non-members benefited, that it was good employee and community relations (one reported definite use of the group for advertising purposes), and 20 firms stated that they had encouraged the original formation of the group.

As a reflection of this support, the average group had been in business for 21 years.

Industrial Music: Who Pays for What?

I. Types of Musical Groups	Number Reported*	Average Size
Mixed Chorus	19	45
Men's Glee Club	8	38
Women's Glee Club	5	35
Band	7	44
Orchestra	5	8
Vocal Ensemble	3	4
Show Group	2	100
Madrigal Singing	1	14
Drum & Bugle Corps	1	45
Children's Group	2	173
	53	43

*Based on the total of 27 companies which completed this portion of the survey. The total number of music participants in these 27 firms was reported as 2,262.

II. Annual Expense	Avg.	Paid by: Co.	ERA	Other*
Director	$862	5	5	0
Accompanist	384	4	4	0
Other helpers	427	1	0	1
Music	136	3	6	1
Uniforms	684	5	1	0
Miscellaneous	193	5	7	2

*Usually proceeds from concerts

III. Yearly Budget	High	Low	Average
Average total	$8,000	$50	$1,766
Co. Contribution*	12,855	100	3,167

*Some groups hold company contributions in reserve to cover purchases, such as uniforms, which are made only once in three, four years. Also, fewer groups reported total budget.

IV. Member Characteristics	Per Cent
Were active in high school music	93%
Had previously taken music lessons	73
Membership has affected job*	38
Belong to outside music groups	58

*Majority stated that membership in music group had either given them more interest in their jobs or gave better association with fellow employees. All reasons were favorable.

V. Organization Policies	Per Cent
Membership for employees only*	24%
Director is full-time employee	57
Rehearse on company time	5
Pay members for rehearsals	0
Should members pass musical exam	69

*50% were open to non-employees

Another questionnaire was sent to the 53 individual musical organizations reported to exist at the 27 companies. From the 25 complete returns, the study compiled data on budget and expenses, internal administration, and other organization policies. Some of this data is summarized in Tables II, IV and V below.

About half of the groups required proof of music ability (usually by audition), while membership in most of the others was open to any interested employee and his family.

12 HOURS PER WEEK

Two groups rehearsed as much as three hours, four times a week, but the average was a recreational two-hour rehearsal per week.

A third questionnaire was completed by 15 music directors and a fourth questionnaire was filled out by 98 individuals in the various groups.

Using this technique, the study learned about the general background, occupation, musical experience, reasons for and benefits from participation regarding both the director and the individual participant.

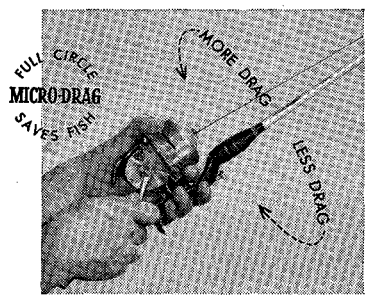
The result is a comprehensive 149 page study that makes up in detail what it might lack in numbers. Yet its findings closely parallel the results of a more limited study (nine Eastern companies) made at about the same time by the Standard Oil Company (New Jersey).

The Standard survey turned up almost identical results with regard to types of organizations, number and percentage of employee participation and rehearsals. Only major difference on the points they had in common: Eastern companies pay their music directors an average of $2,000 yearly.

VI. Advantages to Management	Times Mentioned
Recreation and social outlet for employees	17
Improves employee relations	7
Entertainment for non-members	5
Public and community relations	3
Training for children	2
Recognition for employees	1

VII. Disadvantages	Times Mentioned
Cost	3
Disruption of work schedule	2
Possibility of injury	1
Members want more concessions	1
Group overestimates its importance	1
Don't want to rehearse after working hours	1





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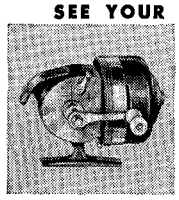
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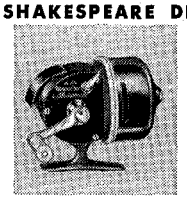
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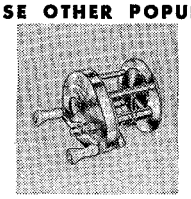
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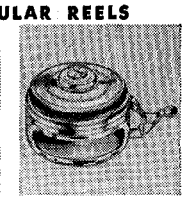
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Does Industrial Recreation Pay?

Second in the series of reports on the NIRA pilot study examines factors that effect participation

R/M's review of the NIRA pilot study "Does Industrial Recreation Pay?" is continued in this the second of five articles.

The first article summarized the study's findings of relationships between participation in industrial recreation and certain employment characteristics. This and subsequent articles review the extent to which various types of employees participate and the reasons why some people participate while others do not.

The study was undertaken by Rajendranath Chowdhary as the thesis for his M.A. degree at the U. of Minnesota. He was advised by Dr. H. G. Heneman, Jr., professor of economics and industrial relations and director, Industrial Relations Center, U. of Minnesota.

The intangible benefits believed to result from successful industrial recreation programs have thus far defied any attempts at quantitative measurement.

To prove conclusively that industrial recreation does, in fact, pay, the National Industrial Recreation Association recently completed the first step in an extensive research program: a pilot study which has analyzed the subject thoroughly in order to find the best methods for conducting future research.

Essential to its primary purpose of determining what relationships exist between recreation participation and an employee's on-the-job behavior (i.e., morale, productivity, job stability, absenteeism), the pilot study also determined to what extent various categories of employees participate in industrial recreation. This phase of the pilot study is summarized below.

Data for the pilot study was compiled from detailed questionnaires sent to a sampling of 10% of the employees at four Minneapolis-St. Paul companies, through interviews with company officials and from company records.

Age. Surprising to many, the highest percentage of participants comes from employees who are 30 to 39 years old (72% of employees in this age participate at Company A). Results show that a successful program, as at Company A can attract more than half the employees in all age groups.

Age in Years:	29 and under	30-39	40 and over
Company A	67%	72%	52%
Company B	34%	35%	27%
Company C	20%	40%	31%
Company D	60%	64%	42%

Sex. Males participate more than females in all four companies studied. Since male employees predominate at each of these firms, Company A and particularly Company D (92% male employees) appear to have done an excellent job in developing interesting and varied programs to attract large percentages of their small number of women employees.

Sex Category:	Male	Female
Company A:	65%	57%
Company B:	35%	20%
Company C:	33%	15%
Company D:	49%	80%

Marital Status has no appreciable effect on participation with the percentage of participants among married and single employees remarkably similar at Companies A, B and D. However, since most employees are married (90% in Company D) the largest number of participants come from this group.

Marital Status	Married	Single*
Company A	64%	64%
Company B	30%	31%
Company C	32%	19%
Company D	52%	57%

*Includes widowed, divorced, separated.

Number of Children reveals an interesting, clear-cut pattern which may be a reflection of two factors: time available for recreation and economy of industrial recreation participation. Percentage of participants drops among those employees having one or two children, then jumps to its peak among those having three or more children.

Number of Children:	None	1 or 2	3 or more
Company A	68%	62%	77%
Company B	36%	28%	39%
Company C	19%	33%	35%
Company D	56%	49%	53%

Years of Service. It is generally believed that the younger, more active employees should have the highest per cent of participation and that one of the functions of industrial recreation is to integrate new employees in the

see RESEARCH REPORT, page 20

Summary of the Company Programs Studied in the Report

Company A: Program administered by Employee Recreation Assn. with elected board of directors representing all departments of company. Supervised by highly qualified, full-time recreation director. Individual activity groups also elect own officers. Income: $1 ERA dues, individual activity fees, vending profits, salvage sales and company contributions for special events. 62% of the employees actively participate in the recreation program, which covers a broad range of activities, most of which are open to family members.

Company B: No centrally organized ERA. Program, open to all employees, is supervised by service club of male employees who have been with the company 10 or more years. Individual activities elect own officers. Part-time, voluntary recreation director. Income: individual activity fees, vending profits, service club contributions. 30% participate.

Company C: No organized ERA. Employees organize individual activities, elect officers and assess dues. No full or part-time recreation director. No family participation. Grants for new activities cleared through personnel dept. Income: activity fees; for new activities and special events—90% vending profits, 10% company contributions. 27% participate.

Company D: Well organized ERA with elected officers, full-time recreation director. Individual activities elect officers and charge fees. Income: $3 ERA dues, activity fees, proceeds from special events. Company contributions match ERA dues. 52% participate.



TEAM FIRST PRIZE

$6,000.00

GUARANTEED

Twenty-Fourth Annual



DAYTON JOURNAL HERALD

NATIONAL INDUSTRIAL BOWLING TOURNAMENT

at the

VARSITY LANES

637 North Main Street **Dayton, Ohio**

A $25 Squad Prize will be paid when 12 teams are entered by an individual.

$ 50 FOR 20 TEAMS
$ 75 FOR 30 TEAMS
$100 FOR 40 TEAMS

An individual that organizes a team squad of 12 or more will be eligible to participate for three special prizes that will be awarded to organizers of squads.

Organizer of squad does not have to bowl.

Organizer of squad will receive $100 if one of his teams rolls highest 3 game total with handicap on an organized squad.

2nd highest organizer will receive $75.

3rd highest organizer will receive $50.

Note — All Organized Squads Entries Close February 25, 1961

Sanctioned By American Bowling Congress

Member of State and National BPAA

ONE ENTRY FEE PAUL CHAMBLISS, Tournament Director **TWO PRIZE LISTS**

1955 — 360 Entries___Prize Money — $ 3,780.00
1956 — 481 Entries___Prize Money — $ 7,455.00
1957 — 825 Entries___Prize Money — $12,375.00
1958 — 1131 Entries___Prize Money — $16,965.00
1959 — 1459 Entries___Prize Money — $27,356.25
1960 — 1974 Entries_____$36,039.50
1961 — Our Goal_____$60,000.00

1960 Winning Team, 3 M'ERS, MINN. MNG. & MFG., HARTFORD CITY, INDIANA, Score 3209_____Prize $4,000.00

1960 PRIZE LIST

DAYTON JOURNAL-HERALD INDUSTRIAL BOWLING TOURNAMENT

TEAM PRIZES

1.	3 Mer's. Minn. Mng. & Mfg., Hartford City, Ind.	3209	$4000.00
2.	Press Room, New Idea, AVCO Corp., Coldwater, Ohio	3171	2000.00
3.	Newsweek, McCall Corp., Dayton, O.	3107	1000.00
4.	Fundamental Research No. 2, N.C.R. Dayton, Ohio	3104	950.00
5.	Copeland Ref. Co. No. 1, Sidney, O.	3099	800.00
6.	Night Owls No. 15, N.C.R., Dayton, Ohio	3099	800.00
7.	Tool Room, B. F. Goodrich, Troy, O.	3095	650.00
8.	Barkers, Bulldog Electric Products, Bellefontaine, Ohio	3089	600.00
9.	Sundown Farmers, Eli Lilly & Co., Greenfield, Ind.	3081	550.00
10.	Fulmer's Gulf, Ashland Post Office, Ashland, Ohio	3079	500.00
11.	Studebaker Pickup, Studebaker-Packard Corp., South Bend, Ind.	3078	450.00
12.	Meadow Gold, Beatrice Foods Co., Piqua, Ohio	3076	400.00
13.	USWA, Local 2559, Ontario Mfg. Co., Muncie, Ind.	3070	375.00
14.	Penton No. 4, Penton Publishing Co., Cleveland, Ohio	3067	337.50
15.	Transmission Ass., International Harvester, Fort Wayne, Ind.	3067	337.50
16.	Coil Engineering, Coil Eng. & Mfg., Roanoke, Ind.	3066	297.50
17.	Local 662, Macombers Steel Co., Canton, Ohio	3066	297.50
18.	CIO 1331 No. 1, Republic Steel Corp., Youngstown, Ohio	3064	285.00
19.	Moonshiners, North Amer. Ave. Columbus, Ohio	3061	275.00
20.	Final Assembly, International Harvester, Springfield, Ohio	3057	265.00
21.	Dayton No. 2, N.C.R., Dayton, O.	3055	255.00
22.	Rockets, Wright-Patterson AFB, Dayton, Ohio	3053	240.00
23.	High Flyers, Hartzell Propeller, Piqua, Ohio	3053	240.00
24.	Strikers, Eli Lilly & Co., Indianapolis, Ind.	3050	225.00
25.	Precisionaires, Steel Prod.-Kelsey-Hayes, Springfield, Ohio	3049	215.00
26.	Ft. Wayne National Bank, Ft. Wayne, Ind.	3047	210.00
27.	Fabric Club, North Mill, Columbus Coated Fabric, Columbus, Ohio	3046	205.00
28.	Maintenance, Anchor Hocking, Winchester, Ind.	3045	200.00
29.	Hatfield Electric, Allison, Speedway, Ind.	3044	195.00
30.	Amer. Standard No. 1, Amer. Radiator & San., Tiffin, O.	3042	190.00
31.	Mixers, Libbey-Owens-Ford, Rossford, O.	3041	182.50
32.	Ternstedt Quintet, General Motors, Columbus, Ohio	3041	182.50
33.	Rubbermaid, Inc., Wooster, Ohio.	3040	175.00
34.	Ohio Art Bowlers, Ohio Art Co., Bryan, Ohio	3038	170.00
35.	Cases, Delco-Battery, Muncie, Ind.	3037	162.50
36.	Wallace, Wallace Metal Prod., Richmond, Ind.	3037	162.50
37.	Handicappers, B. F. Goodrich Aviation, Troy, Ohio	3034	155.00
38.	Hewitt No. 2, Hewitt Soap Co., Dayton, Ohio	3033	150.00
39.	Dayton Power & Light, Dayton, Ohio	3032	142.50
40.	Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	3032	142.50
41.	Macomber V-Lok, Macomber, Inc., Canton, Ohio	3031	132.50
42.	Mound Laboratory, Monsanto Chem., Miamisburg, Ohio	3031	132.50
43.	Mike-Sells, N.C.R., Dayton, Ohio.	3029	122.50
44.	Dispatch Comp. Room, Columbus Dispatch, Columbus	3029	122.50
45.	East End Market, Van Wert, Ohio.	3028	115.00
46.	Delco Make-Ups, Dayton, Ohio.	3027	107.50
47.	Hobart Mfg. Co., Dayton, Ohio.	3027	107.50
48.	5 Spares, Precision Rubber Prod., Dayton, Ohio	3026	100.25
49.	Buckeye Foods, North Amer. Aviation, Columbus, Ohio.	3026	100.25
50.	Eveready, Union Carbide Cons. Prod., Cleveland, Ohio.	3025	100.00
51.	Die Job, Delco Prod., Dayton, Ohio	3025	100.00
52.	Fireballs, Line Material Industries, Zanesville, Ohio	3023	100.00
53.	Local 1299 "Dreamers," Great Lakes Steel Corp., Ecorse, Mich.	3021	100.00
54.	Bombers, Diamond Chain Mfg. Co., Indianapolis, Ind.	3021	100.00
55.	Bowen T.V., Ohio Communications, Richwood, Ohio	3020	100.00
56.	Unit Welding, Tappan Co., Mansfield, Ohio.	3020	100.00
57.	Misfits, R.C.A. Victor, Marion, Ind.	3019	100.00
58.	Sand Baggers, Monsanto Chemical, Dayton, Ohio	3019	100.00
59.	Copeland Ref. Co. No. 2, Sidney, Ohio	3018	100.00
60.	Troy Paint Co, Post Office, Troy, Ohio	3017	100.00
61.	Clow No. 2, Jas. B. Clow & Sons, Inc., Coshocton, Ohio	3017	100.00
62.	Special Parts No. 2, N.C.R., Dayton, Ohio	3016	100.00
63.	LADCO Heating, North. Ind. Pub. Serv., Ft. Wayne, Ind.	3013	100.00
64.	Archway Cookies, Studebaker-Packard Corp., South Bend, Ind.	3012	100.00
65.	Silvertown, B. F. Goodrich, Akron, Ohio	3011	100.00
66.	Stolle No. 2, Stolle Corp., Sidney, Ohio	3011	100.00
67.	DAB No. 2, Detroit Alum. & Brass, Bellefontaine, Ohio	3011	100.00
68.	Stock Ordering, N.C.R., Dayton, Ohio	3011	100.00
69.	Base Supply JATOS, Wright-Patterson AFB, Dayton, O.	3009	100.00
70.	Miller, Meteor No. 1, Bellefontaine, Ohio	3009	100.00
71.	Diamonds, U. S. Army, Ft. Benjamin Harrison, Ind.	3009	100.00
72.	Our Gang, Wright-Patterson AFB, Dayton, Ohio	3008	100.00
73.	Taystee Bread Co., Columbus, Ohio.	3007	100.00
74.	Gray Printing No. 1, Fostoria, Ohio	3006	100.00
75.	Spot Lamps, Guide Lamp, Anderson, Ind.	3005	100.00
76.	Pick Ups, Libbey-Owens-Ford, Rossford, Ohio	3005	100.00
77.	Pennsylvania Railroad, Lancaster, Ohio	3005	100.00
78.	Yoder Engraving, Middleton, Ohio.	3005	100.00
79.	Fairborn Lions, Wright-Patterson AFB, Dayton, Ohio.	3002	100.00
80.	Belden Molds, Belden Mfg. Co., Richmond, Ind.	3002	100.00
81.	Automatics, Delco Moraine, Dayton, Ohio	3001	97.50
82.	Reynolds & Reynolds No. 2, Celina, Ohio	3001	97.50
83.	The Treaty Co., Greenville, Ohio.	3001	97.50
84.	Wayne Works, Richmond, Ind.	3001	97.50
85.	Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000	95.00
86.	Northwest Motors, General Electric Co., Ft. Wayne, Ind.	3000	95.00
87.	Jets, North American Aviation, Columbus, Ohio	2999	92.50
88.	Depot Restaurant, Pennsylvania R.R., Richmond, Ind.	2999	92.50
89.	Big John's Restaurant, B. F. Goodrich, Akron, Ohio.	2998	90.00
90.	1st United Life Ins., General Electric, Ft. Wayne, Ind.	2998	90.00
91.	Ford Falcon, Ford Engine Plant, Lima, Ohio	2997	86.25
92.	Local 101, C.I.O. No. 2, Diamond Portland Cement, Middlebranch, O.	2997	86.25
93.	Wolf Pack, Fisher Body, Marion, Ind.	2997	86.25
94.	J. I. Case No. 1, Churubusco, Ind.	2997	86.25
95.	Pin Busters, Chevrolet Commercial Body, Indianapolis	2996	82.50
96	Springfield Teachers, Springfield Board of Education, Springfield, O.	2996	82.50
97	Steelers, N.C.R., Dayton, Ohio.	2995	80.00
98.	Ves Sudendie Five, Lunkenheimer Co., Cincinnati, Ohio.	2995	80.00
99.	F. A. Davis & Son, Columbus, Ohio	2993	80.00
100.	Nickles Freshies, Frank Baker Bread Co., Lima, Ohio.	2993	80.00
101.	The Beer Blasters, Trailmobile, Inc., Cincinnati, Ohio	2992	75.00
102.	Indiana Glass No. 1, Dunkirk, Ind.	2992	75.00
103.	Toolmaking No. 1, N.C.R., Dayton, Ohio	2991	72.00
104.	Franklin Stator No. 2, Franklin Electric, Bluffton, Ind.	2991	72.00
105.	Darts, Koehler Aircraft, Dayton, O.	2991	72.00
106.	Log Cabin Bar, Chevrolet Gear & Axle, Detroit, Mich.	2991	72.00
107.	Coilers, Delco Radio, Kokomo, Ind.	2991	72.00
108.	Tip Tops, Frigidaire, Dayton, Ohio.	2990	65.00
109.	Falcons, Thompson Ramo Woodridge, Cleveland, Ohio	2990	65.00
110.	A.A.A. Vending, Delco Products, Dayton, Ohio	2989	62.50
111.	Blue Bird Pies, Blue Bird Baking Co., Dayton, Ohio.	2989	62.50
112.	Robinair, Montpelier, Ohio.	2988	55.00
113.	Bories No. 1, Firestone Tire & Rubber Co., Akron, Ohio.	2988	55.00
114.	Wheels, Standard Register Co., Dayton, Ohio	2988	55.00
115.	Pesky Rams, WADD, Wright-Patterson AFB, Dayton, Ohio.	2987	55.00
116.	Autometrology, Sheffield Corp., Dayton, Ohio	2986	51.67
117.	Renegades, Lincoln Electric Co., Cleveland, Ohio	2986	51.67
118.	Office, Kroger Co., Cincinnati, Ohio	2986	51.66
119.	5 Deuces, North American Aviation, Columbus, Ohio	2985	50.00
120.	Savings Society, Springfield Sav. Soc., Springfield, Ohio.	2984	50.00
121.	5th Year Students, Frigidaire, Dayton, Ohio	2984	50.00
122.	National Carbon, Fostoria, Ohio.	2984	50.00
123.	Reddy Kilowatts, Indiana & Mich., Electric Co., Ft. Wayne, Ind.	2983	50.00
124.	Crows, Goodyear Atomic Corp., Portsmouth, Ohio	2983	50.00
125.	Dayton Power & Light Co., No. 1, Greenville, Ohio	2983	50.00
126.	10-Inch Mill, Kaiser Alum. Chem. Corp., Newark, Ohio.	2983	50.00
127.	Westerville Creamery, Westerville, O.	2983	50.00
128.	Kroger No. 2, Dayton, Ohio.	2982	45.00
129.	Rockwel No. 2, Rockwell Register Corp., Bellefontaine	2982	45.00
130.	Dogs, The Quaker Oats Co., Marion, Ohio	2982	45.00
131.	Hinson Realtor, General Motors, Columbus, Ohio	2982	45.00
132.	Steel Drivers, Link-Belt, Indianapolis, Ind.	2980	42.50
133.	National Lime & Stone, Buckland, O.	2980	42.50

NOTICE

A total of 291 Team Prizes and 168 3-Game Individual Prizes were awarded, but because of the limited amount of space, we were unable to list a complete report of prize winners.

3-GAME INDIVIDUAL PRIZES
(WITH HANDICAP)

1.	Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	770	$ 200.00
2.	Tom Wininger, Chrysler Missile, Detroit, Mich.	724	150.00
3.	Vic Moore, Sealtest, Hamilton, Ohio	721	125.00
4.	Kenneth Star, North American Aviation, Columbus, O.	717	100.00
5.	Dave Barney, N.C.R., Dayton, Ohio.	715	95.00
6.	Jim Ellis, F. A. Davis & Son, Columbus, Ohio	712	90.00
7.	Keith Mong, 1st National Bank, Mansfield, Ohio	711	82.50
8.	Dale Sheffler, General Tire & Rubber, Akron, Ohio	711	82.50
9.	Garie Thompson, Hartzell Propeller, Piqua, Ohio	709	75.00
10.	Robert Scott, Moraine, Dayton, Ohio	708	70.00
11.	Martin Boggs, Bendix, Hamilton, O.	707	65.00
12.	George Dillhoff, Reynolds & Reynolds, Celina, Ohio	706	60.00
13.	Ray Brookbank, USWA, Local 2559, Muncie, Ind.	703	55.00
14.	Charles Stir, W-P AFB, Dayton, O.	702	50.00
15.	Charles Flook, W-P AFB, Dayton, O.	699	40.00
16.	Lou Nolan, Lincoln Electric, Cleveland, Ohio	699	40.00
17.	Norbert Fisher, Permaglass, Payne, O.	699	40.00
18.	John Blackburn, Overmeyer Mould, Winchester, Ind.	698	27.50
19.	Frank Jowdy, W-P AFB, Dayton, O.	698	27.50
20.	Karl Knodel, East End Mkt., Van Wert, Ohio	696	25.00
21.	Paul Linkous, Pennsylvania Railroad, Richmond, Ind.	692	25.00
22.	Jim Carr, Viking Tool, Dayton, Ohio	691	25.00
23.	Win Trumble, Minn. Ming. & Mfg., Hartford City, Ind.	690	24.00
24.	Jim Harrison, Yoder Engraving, Middletown, Ohio	689	24.00
25.	Dick Henton, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
26.	Lowell Simon, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
27.	Jack Hoover, Line Material, Zanesville, Ohio	688	23.00
28.	John Holicki, Great Lake Steel, Ecorse, Mich.	688	23.00
29.	Charles Steele, N.C.R., Dayton, Ohio	688	23.00
30.	Darrel Talley, Effl-Cell-O, Fostoria, Ohio	688	23.00
31.	Bernard Cook, Logan Clay Prod., Logan, Ohio	687	22.00
32.	James McCarty, Dayton Etched Prod., Dayton, Ohio	687	22.00
33.	Bill Brown, N.C.R., Dayton, Ohio.	685	22.00
34.	Dorris Newton, Philip Morris, Louisville, Ky.	685	22.00
35.	Norb Klosterman, New Idea, Coldwater, Ohio	684	21.00
36.	Albert Lewis, Ford Motor, Dearborn, Mich.	684	21.00
37.	R. McLain, Copeland Ref. Co. No. 2, Sidney, Ohio	683	20.15
38.	Bill Przelenski, Wheeling Tile Co., Wheeling, W. Va.	683	20.15
39.	John Arney, W.P. Procurement, Dayton, Ohio	683	20.14
40.	Reuben Ledford, Macombers Steel, Canton, Ohio	683	20.14
41.	Wayne Wolfe, Timken Roller Bearing, Columbus, Ohio	683	20.14
42.	Carl Gubash, General Tire, Akron, O.	683	20.14
43.	Tom Iaconis, Westerville Creamery, Westerville, Ohio	683	20.14
44.	Carl Luerman, Johns-Manville, Richmond, Ind.	682	19.00
45.	Winfield Mayers, Dana Corp., Toledo, Ohio	682	19.00
46.	Harold Reinhard, Atlas Crankshaft, Fostoria, Ohio	681	18.34
47.	Pete Horn, Lunkenheimer, Cincinnati	681	18.33

(SEE ADDITIONAL LIST OF PRIZES ON BACK OF ENTRY BLANK)

ENTRY FEE—$35.00

PRIZE FEE	$4.35
BOWLING	1.50
TOURNAMENT EXPENSE	1.15
TOTAL	$7.00 Per man

ENTRIES CLOSE MARCH 27, 1961

Rules On Reverse Side

GUARANTEED

TEAM

$6,000

First Place

ENTRY BLANK

DATES April 1, 2, 8, 9, 15, 16
April 22, 23, 29, 30
May 6, 7, 13, 14
May 20, 21, 27, 28

Time of Shifts

Saturday — 10:30 a.m., 1:00 p.m., 3.30 p.m., 6.00 p.m., 8:30 p.m.

Sunday — 10:30 a.m., 1:00 p.m., 3:30 p.m., 6:00 p.m., 8:30 p.m.

NO 10:30 a.m. Shift April 1 or 2.
(Note: April 2 is Easter Sunday)

NO 8:30 p.m. Shift May 28th.

ALL SUNDAY 8:30 SHIFTS WILL HAVE SQUAD PRIZES

The_____

Representing_____
Name of Firm for Which Bowlers Work — Address

Hereby makes entry in the Twenty-fourth Annual

DAYTON JOURNAL HERALD NATIONAL INDUSTRIAL BOWLING TOURNAMENT

(Use Last Year's Final Averages)

List Names in the Order They Will Bowl PLEASE PRINT OR TYPE		ABC No.	IND. AVG.	GIVE NAMES IN FULL PLEASE PRINT OR TYPE		ABC No.	IND. AVG.
1				4			
2				5			
3				6			

Captain_____ Address_____ Phone_____

City_____ State_____

Establishment in Which Team Bowls_____

1st Choice of Date and Time_____ 2nd Choice_____

Entry Blanks will be mailed upon request. Call or write Varsity Lanes — BAldwin 2-6151.

Note: All reservations will be cancelled if entry blank and fee is not sent by March 20, 1961.

Certification of Averages

(Use Last Year's Final Averages)

DO NOT WRITE HERE		
ENTRY No.		
DATE REC'D		
CASH	M.O.	CHECK

City Secretary Name — Address — City
(Does NOT Require Signature of City Secretary)

Make All Checks Payable to
HARRY ZAVAKOS, Treasurer
c/o VARSITY LANES
637 N. Main St. Dayton, 5, Ohio

For Further Information or Reservation, Call
THE VARSITY
BAldwin 2-6151
637 N. Main St. Dayton, 5, Ohio

SPECIAL PRIZES

OPENING SHIFT SQUAD PRIZES

1.	Rockets, Wright-Patterson AFB, Dayton	3053	$ 25.00
2.	Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000	15.00
3.	Autometrology, Sheffield Corp., Dayton	2986	10.00

HIGH TEAM, ONE GAME (Actual)

1.	Shifters, Wright-Patterson AFB, Dayton, Ohio	1051	$ 150.00
2.	Hatfield Electric, Speedway, Ind.	1041	100.00
3.	Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	1020	50.00

HIGH THREE-GAME TEAM (Actual)

1.	CIO 1331 No. 1, Republic Steel, Youngstown, Ohio	2875	$ 150.00
2.	Hatfield Electric, Speedway, Ind.	2870	100.00
3.	Local 1299, "Dreamers," Great Lakes, Ecorse, Mich.	2848	50.00

SINGLES, THREE GAMES (Actual)

1.	Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	686	$ 100.00
2.	John Holicki, Local 1229, Great Lakes Steel, Ecorse, Mich.	663	75.00
3.	Robert Mowery, Goodyear Tire & Rubber, Akron, Ohio	660	25.00
4.	Ott Kistler, Precision Rubber, Dayton	660	25.00

HIGH SINGLE GAME (Actual)

1.	Larry Rush, Studebaker Pickup, South Bend, Ind.	264	$ 100.00
2.	Heinz Balzuweit, N.C.R., Dayton, Ohio	258	75.00
3.	Ray Oblock, Forest City Foundries, Cleveland, Ohio	257	25.00
4.	Ron Balsley, Wright Industrial Supply, Toledo, Ohio	257	25.00
	SUNDAY NIGHT SQUAD PRIZES		$ 370.00
	TOTAL SPECIAL PRIZES		$1470.00

WRIST WATCH WINNERS

EACH SQUAD (62) FIRST GAME ACTUAL

J. Krietzer, Dayton, Ohio	226
Chet Domalski, Toledo, Ohio	212
J. Thomas, Dayton, Ohio	239
J. Stracka, Homestead, Pa.	211
M. Dues, Coldwater, Ohio	235
K. Knodel, Van Wert, Ohio	216
Wm. Supper, Dayton, Ohio	226
Chas. Cron, Dayton, Ohio	202
M. Boggs, Hamilton, Ohio	233
B. Houser, Findlay, Ohio	223
E. Sekoleski, Dayton, Ohio	218
M. Adams, Indianapolis, Ind.	233
J. Proper, Indianapolis	256
R. Henderson, Wooster, Ohio	233
H. Knox, Ft. Wayne, Ind.	225
J. Bertschi, Dayton, Ohio	224
J. Scarpelli, Dayton, Ohio	232
H. Stafford, Dayton, Ohio	235
K. Fly, Indianapolis, Ind.	221
J. Kaminski, Youngstown, Ohio	238
F. Radcliffe, Cincinnati, Ohio	223
R. D. Merriman, St. Marys, Ohio	225
R. Sather, Dayton, Ohio	254
G. Swartz, Mansfield, Ohio	233
G. Kennison, Cincinnati, Ohio	211
C. Ferdelman, Dayton, Ohio	225
T. Barron, Dayton, Ohio	242
O. Evans, Dayton, Ohio	251
Ev Wilkins, Owens, Ill.	235
F. Durant, Coshocton, Ohio	234
G. Budger, Columbus, Ohio	246
G. Payne, Cleveland, Ohio	213
H. Gentry, Crawfordsville, Ind.	213
R. Corder, Columbus, Ohio	226
L. Davis, Hagerstown, Ind.	233
D. Weaver, Dayton, Ohio	233
J. Schide, Dayton, Ohio	226
R. Wieland, Dayton, Ohio	242
Chas. Stir, Dayton, Ohio	236
N. Yountz, Dunkirk, Ind.	244
C. Meredith, Lima, Ohio	233
J. Garnes, Columbus, Ohio	234
D. Marquis, Dayton, Ohio	243
L. Rush, South Bend, Ind.	264
J. Lansaw, Middletown, Ohio	235
B. Wolf, Charleston, W. Va.	219
B. Brown, Cincinnati, Ohio	228
J. Woodruff, Whiting, Ind.	246
L. Cross, Cleveland, Ohio	249
D. Baker, Troy, Ohio	214
A. Lewis, Dearborn, Mich.	248
B. Carmazzi, Bellefontaine, Ohio	247
E. Fowler, St. Louis, Mo.	246
D. Green, Dayton, Ohio	236
G. Walker, Van Wert, Ohio	227
C. Furr, Barberton, Ohio	225
O. Kistler, Dayton, Ohio	226
J. Hoover, Zanesville, Ohio	235
J. Turkel, Canton, Ohio	221
C. Thorley, Canton, Ohio	234

TOURNAMENT RULES

All bowlers on a team must be employed by the same industrial firm, business establishment, etc., means where bowler earns his living — part time employees not eligible.

Employees of bowling establishments or bowling supply houses are not eligible.

Three games will be rolled with a team prize list and an individual prize list, both with handicap. One fee of $7.00 will embrace both prize lists.

70% handicap of 1000 will be used in team competition.

70% handicap of 200 will be used in individual competition.

1959-1960 final averages will be used, but singles or doubles league average needn't be used if bowler has team average. Mixed league average will NOT be accepted.

A minimum average of 128 will be in effect.

Averages to be used will include 21 or more games as of January 1, 1961, if bowler does not have 1959-1960 average.

Every bowler must use his highest league average.

Any bowler not having an established league average must use 200 average.

Entry fee must accompany entry blank.

Prize fee of $21.75 per team will be returned 100% to prize fund.

At least 1 prize for each ten entries.

Team captains must show ABC cards when registering.

Any bowler not having an ABC card must pay $1.50.

A bowler may participate only once in this tournament.

Teams will be paired according to pin average or prior reservation.

The first captain reporting will draw the alley assignment for both teams, and bowl all 3 games on the same pair of lanes.

The team may use other than its sanctioned name without the payment of additional ABC dues.

Five ABC sanctioned bowlers may form a make-up team and enter without the payment of additional ABC dues, providing they work for the same employer.

Averages of prize winning teams and individuals will be checked and any found to be incorrect will mean forfeiture of entry fee. No more handicap will be granted after captain checks in, due to averages being too high.

The team captain is responsible for the correctness of all averages.

The team captain must report to tournament headquarters 30 minutes before scheduled time.

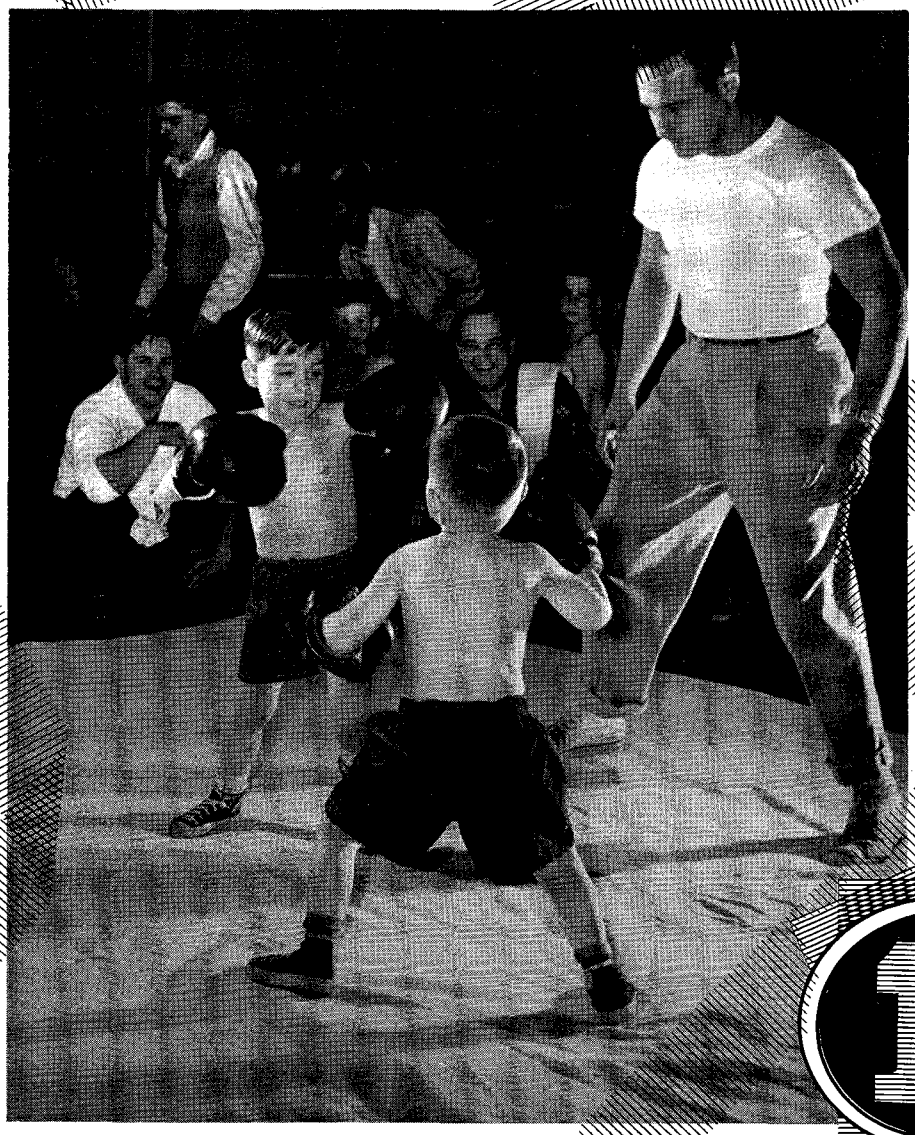
Out of town entries must have name and address of city secretary. (No signature required.)

The tournament manager reserves the right to reject any entry.

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

march · 1961

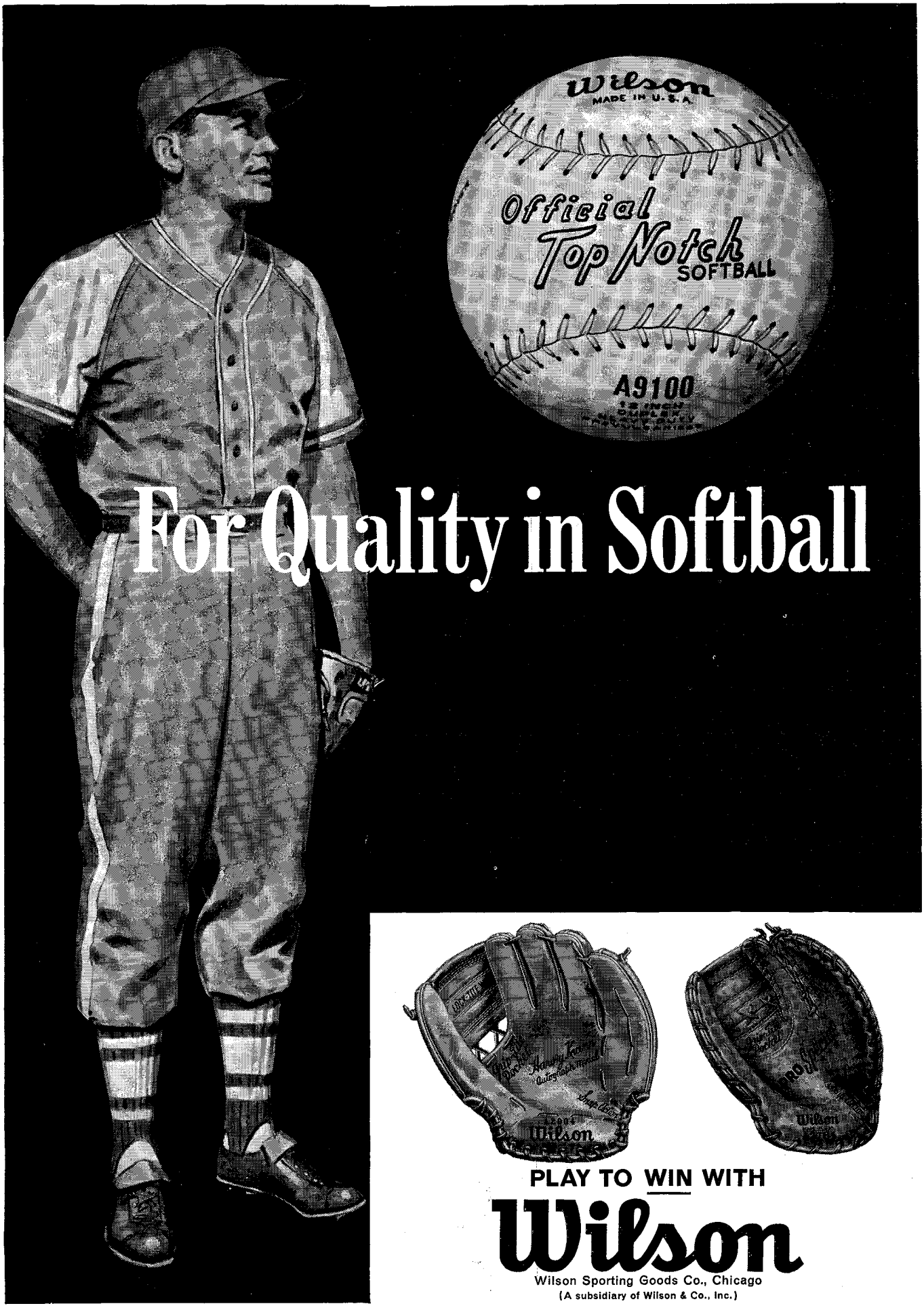


1st

Recreation Division Winner

NIRA Employee Photo Contest

Open Division winner, runners-up—page 14



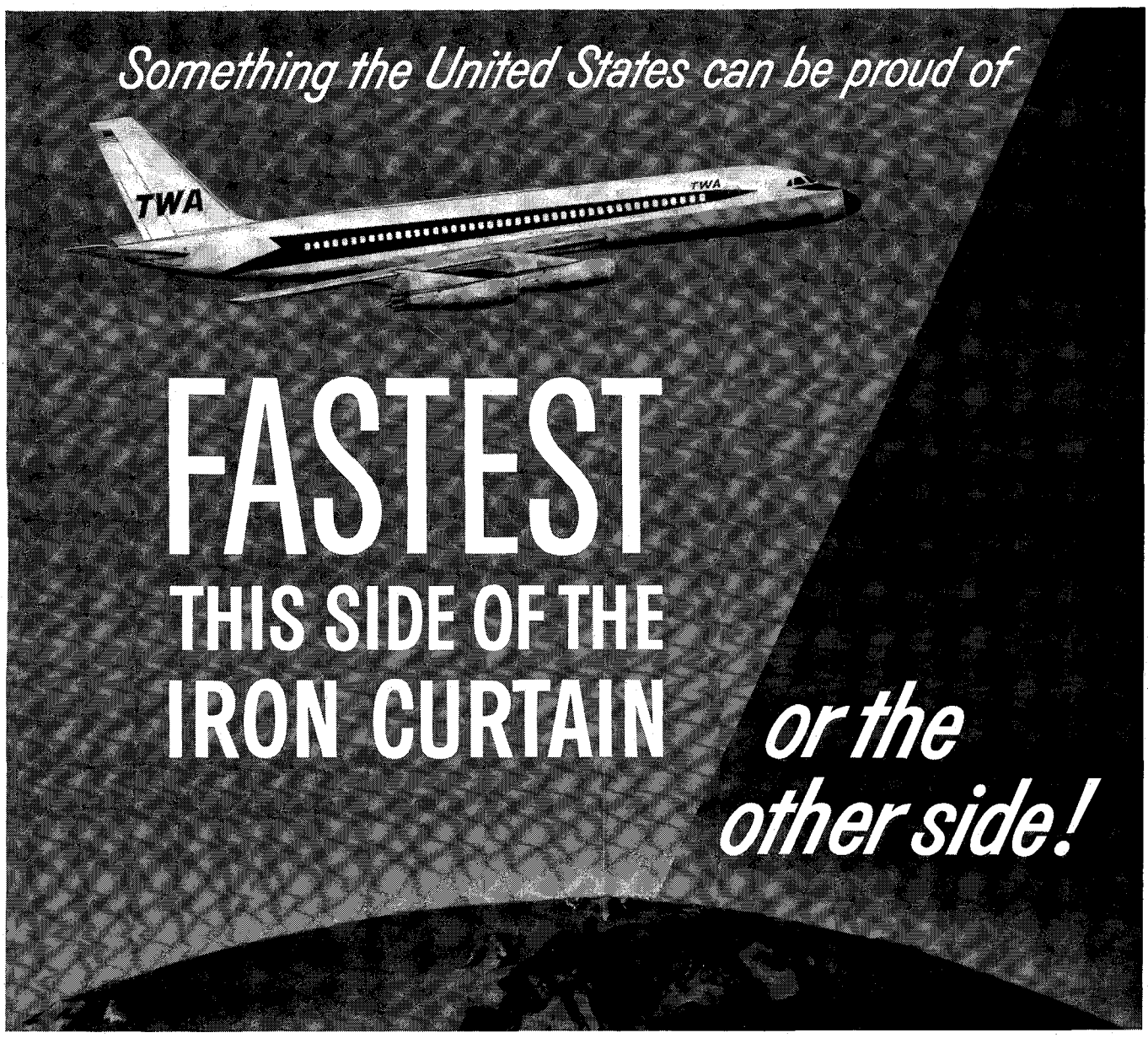
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JACK KRAMER
wears and recommends
CONVERSE
Tennis Shoes

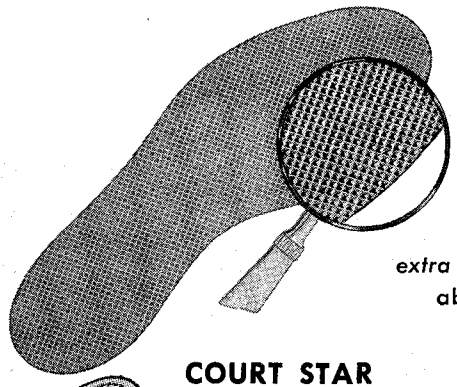
Jack Kramer, top man of the tennis world, recommends the shoes *he* wears — Converse! These favorites of professionals and amateur players are available in a choice of two styles and two action-proved soles to meet your individual requirements.



NEW "NO-SLIP" BLUE MOLDED SOLE FOR *Matchless Traction*

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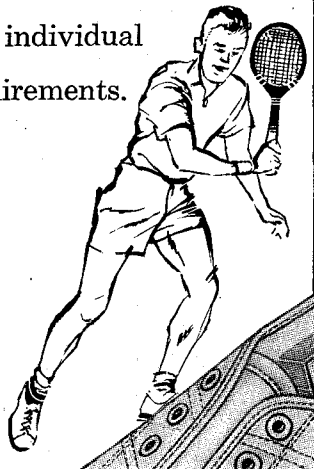


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TOP MANAGEMENT SPEAKS:

Company, employee, family and community join together to provide recreational, educational and social opportunity for:

THE WHOLE MAN . . . *and* . . . HIS WHOLE FAMILY

If the family is the basic unit of society, as it truly is, then every American should do all within his power to preserve it. At Flick-Reedy all of our efforts our bent in this direction. Be they educational, social or recreational.

After the family, in the order of importance, comes the community in which each of us lives. Thus the community plays a very vital part in all of our efforts. We have a very direct affect on each other. If we work well together—the family, the community and our plant—then the state and the nation will be equally healthy. If we fail, then the state and the nation fail.

We have been told that our plant is 25 years ahead of its time—we won the Plant of the Year Award, the Silver Award, The Executive Americanism Award and others. We are proud of them because they represent awards to our people—healthy people—in mind, in body, and in heart.

To create such people you must encourage them to do for themselves—we do not spoon feed men and women at Flick-Reedy—but we do give them an opportunity to participate in every way in the activities that will keep them sound in mind and body.

Most sports tend to separate the employee from his family. An indoor swimming pool brings the whole family together in this healthy sport—and then we hope the good fellowship grows into other activities and closer family ties.

We have a swimming pool, but we also have classes in basic economics too. We have golf, but we have a driver improvement course, and safety courses. We have bowling, but we have family courses in political action. Some have been taught to the night shift at 2 a.m.

We have three lagoons for fishing but these also give us water and flood control. We have archery, but we have a Flick-Reedy Public Affairs Program for the employees, their families and the community.

We have indoor sports, but we have classes in speech.

We have aqua-lunging, but we have classes in letter writing.

And so it goes—the whole man being developed in a healthy body.

The whole man and his whole family. The greatest satisfaction in my life is to see the increased use of our facilities by the whole family, playing and, yes, praying together. There is more satisfaction in this than even the monthly profit sharing—as great and as helpful as this is to keep the basic unit of society together.

We invite you to come visit us.



FRANK FLICK
President
Flick-Reedy Corporation
Miller Fluid Power and Tru-Seal Divisions



These seven high-average shooters of the Beechcraft Gun Club were chosen to represent their company at the Pan American International Skeet Shoot at Dallas, Texas.

They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

Beechcraft builds top shooting program around new Remington Autoloading Trap

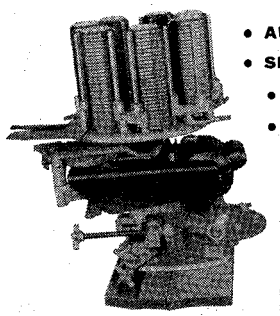
The 175 members of the Beechcraft Gun Club found the perfect trap when they started using the new Remington 100T autoloader. They've already made plans to add still another 100T for trap shooting.

These remarkable electric autoloading traps are easy-to-install . . . have features that make one-man operation possible. Each has a big 203-target magazine capacity and operates on a regular 110-volt system.

If your company doesn't yet have a shooting program, remember that there are over 20,000,000 shooting enthusiasts spread over this country where shooting is a tradition. Surveys show that shooting ranks high as part of the sports program your employees want.

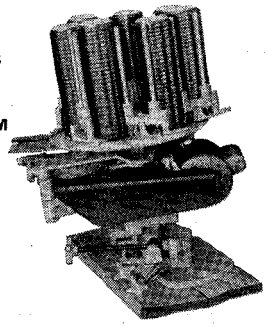
At modest cost you can begin a sure-fire program embracing *pistol shooting*, *rifle shooting*, *trap* and *skeet*. Fill out the coupon below and let Remington help you to a flying start!





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Remington Model 100-T . . . for Trap



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The industrial giant no longer has the advantage in providing employee services and facilities

Small company breakthrough

Creative management policy, ingenious planning have made Flick-Reedy's employee "luxuries" economical and practical

How can smaller companies compete with giant corporations in providing meaningful benefits and services that attract, keep and stimulate productive employees?

Most small firms viewed their disadvantage with frustration, convinced that such programs were simply beyond their means. This attitude is no longer acceptable. The problem has been solved by Flick-Reedy Corporation, the nation's leading air and hydraulic cylinder manufacturer, with a total employment of 325.

Physical evidence of Flick-Reedy's imaginative, resourceful solution abounds in the company's award-winning new plant outside Bensenville, Ill., in suburban Chicago:

- a magnificent '40x60' swimming pool for the employees, their families and the community;
- a spacious employees' gymnasium that doubles as an auditorium, banquet hall or meeting room;
- three lagoons stocked with bass, where employee anglers and their families can while away leisure hours without bucking the weekend rush to more distant resorts;
- outdoor recreation facilities for basketball, baseball, tennis, picnics, archery and many others.

More impressive, however, is that each of these and the many other unique features of the plant make sound business sense. They have actually cut the costs of initial construction, insurance and maintenance:

- The swimming pool, built for $90,000, replaces a water tower that would have cost $160,000.
- The lagoons, which cost only $12,000, eliminated the need to run a water line from Bensenville that would have cost $120,000. Even with an additional $30,000 for a pressure tank and piping, Flick-Reedy's water supply system saved $148,000 in initial construction, will save almost $10,000 a year over Bensenville water rates and qualifies for lowest industrial fire insurance rates.
- In addition to its multiple recreational uses, the gymnasium serves many company functions such as staff meetings, conferences, education and training. Its usefulness is not exaggerated in view of President Frank Flick's strong belief and practice in face-to-face communication as opposed to written announcements.
- The over-sized, five-acre parking lot provides a suitable surface for basketball and tennis courts, but also collects rain water which is drained into the lagoons for storage and flood control.
- The 220,000 sq. ft., $2.5 million building was completed for $10 per sq. ft.—normal minimum is $12.50.

Of course, not all companies are considering new plant construction, but this does not minimize the significance of Flick-Reedy's remarkable program. Physical facilities, after all, are only the tools which help carry out an effective policy. Flick-Reedy had an outstanding employee services program before it opened its new plant in 1959.

COMPLETE INTEGRATION OF SERVICES

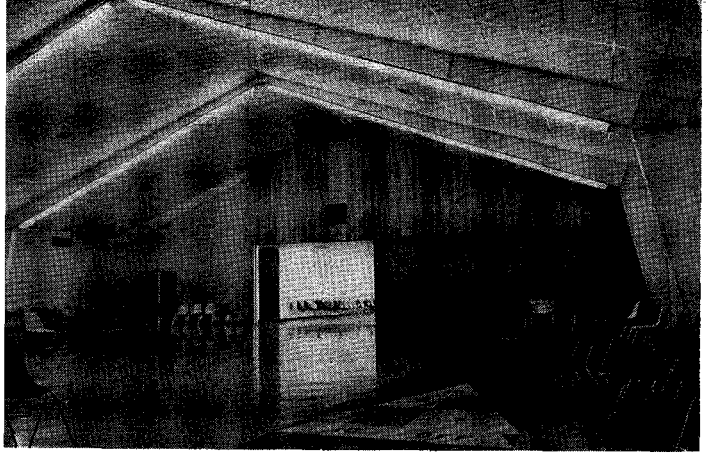
The entire concept of a company's relationship with its employees, their families and the local community is viewed as a whole by Flick-Reedy management (see "Top Management Speaks," page 6). Frank Flick is equally convinced that while full employee services are essential, no single program, such as profit-sharing or ideal working conditions, can in itself produce results that will be reflected in a company's profit statement.

Consequently, all efforts from wage administration to recreation to community service are closely integrated to achieve one goal: the best way to run a business.

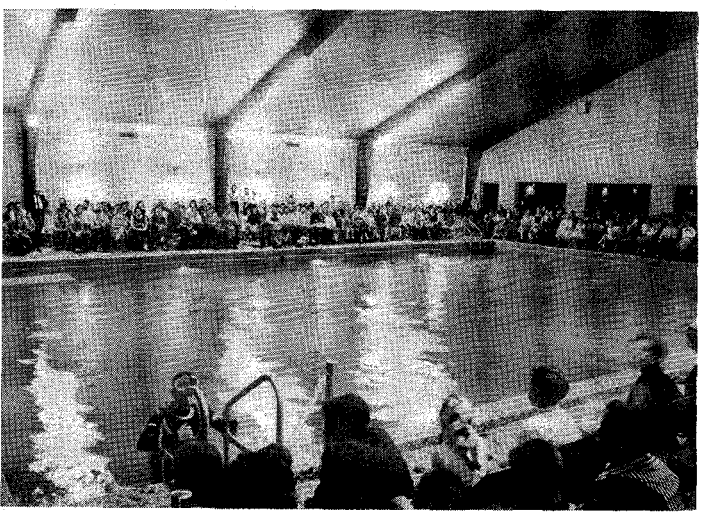
Does it work? Allowing for improved production, sales

Junior Achievement, one of the firm's many youth activities





Flick-Reedy's auditorium-gymnasium and swimming pool



and other techniques, Frank Flick is sure it does and can point to an enviable record.

Flick-Reedy's production rating is high above the national average. Total sales in generally sluggish 1960 topped the old yearly record by more than 10%. Five months after moving into the new plant, absenteeism hit an all-time low. In early 1960, production output resulted in a sweeping 10% price-cut on stock cylinders and a lowered price structure on other products.

As in the ingenious development of its physical facilities, the same characteristics of imagination, economy and resourcefulness are unmistakably stamped on Flick-Reedy's other employee-community relations efforts.

Under the general supervision of Art Conrad, public relations manager, and Bill O'May, personnel manager, the company's recreation program is administered through the Flick-Reedy Employees' Benefit Association.

Primary responsibility of the association's elected officers involves the disbursement of employee funds not only to finance recreation activities but to support certain welfare projects, purchase the boss's Christmas present and a number of other miscellaneous items.

The association derives its income from vending proceeds, activity fees and certain fund-raising events. Hence, with the exception of special plant-wide events, the recreation program is self-sustaining.

Numerous, for a company of its size, and well-supported, athletic activities center upon archery, bowling (12 mixed teams), golf and, of course, swimming.

The cost saving made possible by its double function actually was not a factor in the decision to build the swimming pool—it was included in the building plans from the beginning. Swimming, insists Frank Flick after studying other sports, more than any other activity brings the whole family together in healthful enjoyment.

The pool is open daily from 4 p.m. (for a "before work dip" for the second shift) until 9:30 p.m. and on Saturday morning. Yet, the 31-hour weekly schedule is crowded with special activities in addition to informal family swimming.

EVERYBODY SWIMS

The Flick-Reedy swim team works-out twice weekly, and the Aqua Lung Club holds regular two-hour meetings one night each week. Both are open to all employees and their immediate family members. Then there are weekly lessons for beginning, intermediate and advanced swimming plus other sessions on lifesaving, diving and ballet.

This is only the beginning. Almost daily, the pool is booked by an outside organization such as a local boy scout troop, the Bensenville school for retarded children, churches, other companies, the Cerebral Palsy Foundation and countless others. No fees are charged for the pool.

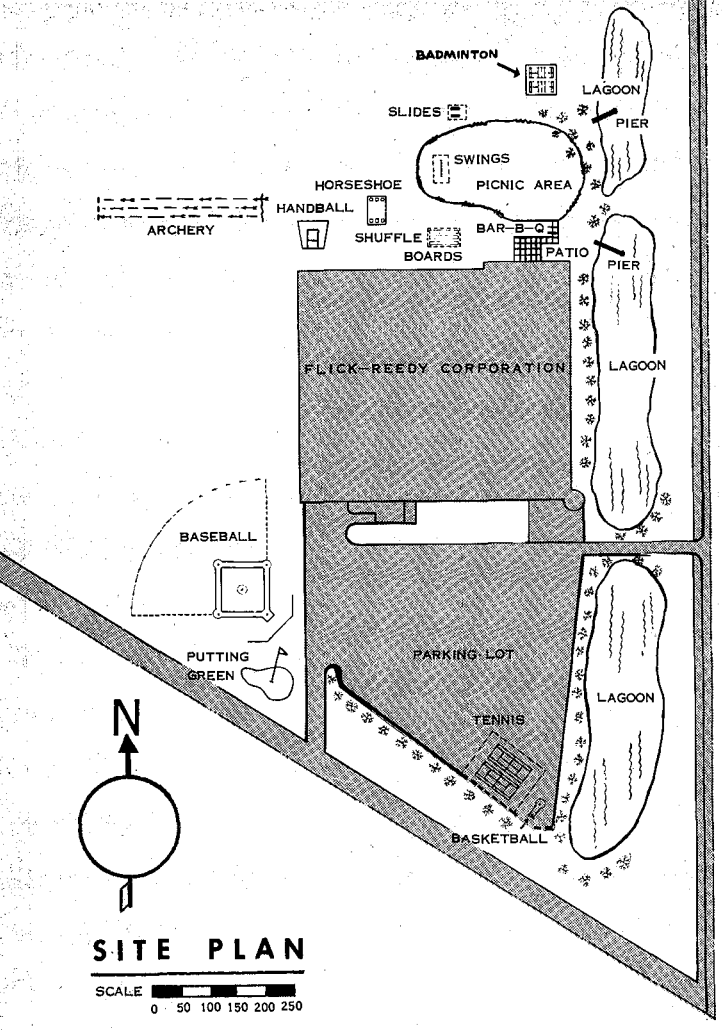
Similarly, the company's other facilities are made available to the public on a no-charge basis except when extensive clean-up is necessary. The tastefully decorated Flick-Reedy cafeteria is ideal for meetings and small parties. The auditorium-gymnasium has innumerable uses. Slide back the partition that divides the two rooms, and Flick-Reedy can seat 1,200 people in the largest banquet hall in the Chicago area outside the Hilton ballroom. *(continued)*

"Aqua Capades" employee water show, a smash success



From plant equipment, "trains," other company picnic rides





Outdoor recreation facilities from baseball field to playground equipment will be completed this summer adjacent to the plant on the company's 96-acre site.

Thus, another dimension is added to the value of Flick-Reedy's multiple-use facilities. At little or no cost, the company is able to conduct a continuous community relations program that has already created boundless goodwill and enabled the company to become completely integrated into its new surroundings.

An established policy governing the use of the facilities has prevented scheduling problems from arising with outside groups. Priority is given to organizations in which Flick-Reedy employees or their children are members and to those organizations within the plant's immediate area. Use is distributed as widely as possible among the groups.

First call on the facilities, of course, is given to Flick-Reedy functions, and the employees have responded with a full social calendar of their own. Highlights of the season are a series of dinner-dances in the cafeteria and auditorium (attendance has topped 100 couples), the family Christmas party and the annual employees' picnic.

Held on plant grounds, the picnic is another example of imaginative economy. The plant sweeper provided the power for a highly successful children's train ride (see photo), and a fork-lift truck equipped with a safety seat gave the youngsters a "trip -to-the-moon."

FROM PICNICS TO ECONOMICS

The purpose of the program is not to placate the employees, but to give them the opportunity to enlarge their human capacities, experiences and, therefore, their independence. It is not surprising then, that Flick-Reedy subscribes to *U. S. News & World Report* for every employee, and that the company has arranged many classes in politics, public affairs and economics in which the employees have almost unanimously displayed an interest.

Last spring, a course in "Practical Politics" proved so popular that Conrad and O'May found themselves teaching a 2 a.m. class for the night shift.

For the last five years, the company has offered two classes a year in economics through the Henry George School of Social Science. Even with only 300 families to draw upon, the saturation point is apparently nowhere in sight. More than 40 persons enrolled in the current class.

PUBLIC AFFAIRS AND LITTLE LEAGUE

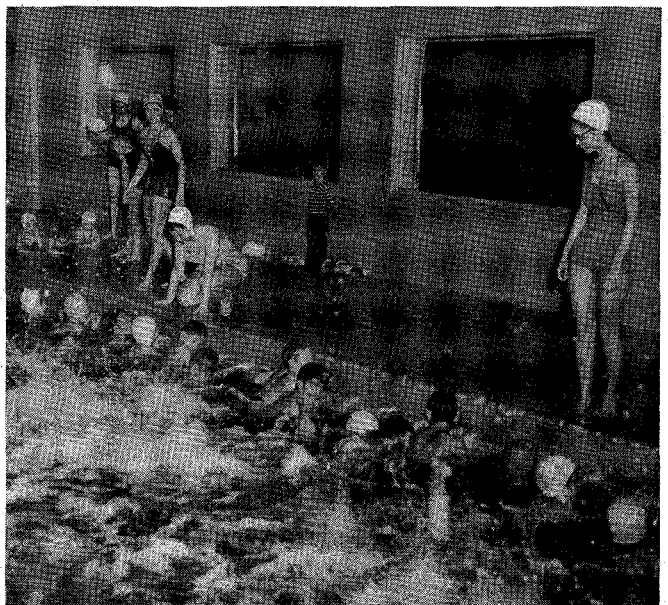
The "Public Affairs Program" which began last September also drew an enthusiastic response, and a similar course was opened in February.

The company and its employees can also point to outstanding accomplishments in safe driving programs, Junior Achievement, Little League and other community affairs.

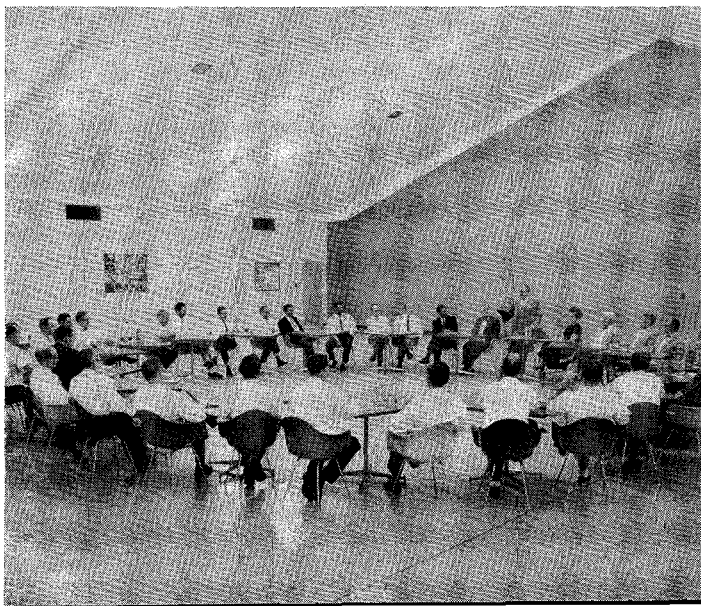
On top of this, Flick-Reedy also has a combination monthly cash payment and yearly deferred trust profit sharing plan for all employees.

Despite its many benefits, the wage scale at this non-union plant compares favorably with the area, is slightly above the average in the metal trades industry—and, the company itself shows a handsome profit.

Pool is booked solid by community and employee groups



From gymnasium to banquet hall to conference room





The softball that never cries uncle!

Pitchers, batters, managers all agree—Spalding's Official Top-Flite Softball fulfills every promise.

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Here's why: Spalding takes the finest Java Kapok and molds it into a perfectly rounded "vitalized center." Then *two* layers of Dura Cord are wound over it, insuring firm and constant uniformity of shape; and finally, the handsewn top-quality white leather cover is latex bonded to the winding to give that *extra* firmness and durability.

The finest materials and expert craftsmanship all add up to Spalding's secret of success. The amazing Top-Flite Softball has the best combination yet . . . making it the finest available anywhere!

SPALDING
sets the pace in sports

Third in a series

Does Industrial Recreation Pay?

What do employees think of industrial recreation and its alleged values? NIRA pilot study shows wide variations

R/M's review of the NIRA pilot study "Does Industrial Recreation Pay?" is continued in this the third of five articles.

The first articles summarized factors that affect participation and the relationship between participation and certain favorable employment characteristics. Subsequent articles will summarize employee attitudes toward certain aspects of industrial recreation programs and the reasons for non-participation.

The study was undertaken by Rajendranath Chowdhary as the thesis for his M.A. degree at the U. of Minnesota. He was advised by Dr. H. G. Heneman, Jr., professor of economics and industrial relations and director, Industrial Relations Center, U. of Minnesota.

What the employees think of their company's recreation program may well be the true measure of its effectiveness. Certainly, any program held in low esteem by its intended beneficiaries can hardly be expected to improve morale, cooperation, production or any other condition.

To conduct preliminary research in this unexplored area, the NIRA pilot study, "Does Industrial Recreation Pay?" solicited employee opinion regarding certain alleged values of industrial recreation. The results, summarized below, were obtained from a sampling of 10% of the employees in four companies in the Minneapolis-St. Paul area.

In analyzing employee response to the nine selected statements, the following factors must be considered:

- Quality of the recreation programs offered by the four companies included in the report varies considerably (see program summaries below) and obviously had a strong effect on employee reaction.
- While only total employee response is listed in these tables, a breakdown included in the report shows that the great majority of "undecided" replies came from non-participants. Generally, most of the favorable replies came from recreation program participants.
- Some of the statements pertain more directly to management benefits, hence the employee may have had little information upon which to base his response.

Employee Understanding. *The recreation program provided by my company encourages new friendships and better understanding among the participants.* Results leave little doubt that employees recognize this to be a bona fide industrial recreation benefit. Note how closely percentage of "undecideds" corresponds inversely with percentage of participation.

	Company A	Company B	Company C	Company D
Agree	83%	55%	38%	70%
Disagree	2	4	12	6
Undecided	15	41	50	24

Supervisor Relations. *The recreation program in my company makes for poorer relationships between the employees and their supervisors.* While these results do not show that participation improves employee-supervisor relations, they do suggest there is little or no interference by recreation participation in the work schedules of these firms.

	Company A	Company B	Company C	Company D
Agree	2%	1%	2%	3%
Disagree	86	63	51	79
Undecided	12	36	47	18

Health. *The recreation program of my company has improved my health.* Whether in fact it actually does or does not, very few employees recognize a health benefit accruing from industrial recreation participation.

	Company A	Company B	Company C	Company D
Agree	11%	10%	6%	6%
Disagree	35	29	35	44
Undecided	54	61	59	50

Company Understanding. *Participation in my company's recreation program has given me a better understanding of company policies, actions, rules and regulations.* These results may be a grave disappointment to many industrial recreation advocates. However, there appears to be at least a partial contradiction between these replies and those to the statement below on cooperation. Is it the func-

see RESEARCH REPORT, page 33

Summary of the Company Programs Studied in the Report

Company A: Program administered by Employee Recreation Assn. with elected board of directors representing all departments of company. Supervised by highly qualified, full-time recreation director. Individual activity groups also elect own officers. Income: $1 ERA dues, individual activity fees, vending profits, salvage sales and company contributions for special events. 62% of the employees actively participate in the recreation program, which covers a broad range of activities, most of which are open to family members.

Company B: No centrally organized ERA. Program, open to all employees, is supervised by service club of male employees who have been with the company 10 or more years. Individual activities elect own officers. Part-time, voluntary recreation director. Income: individual activity fees, vending profits, service club contributions. 30% participate.

Company C: No organized ERA. Employees organize individual activities, elect officers and assess dues. No full or part-time recreation director. No family participation. Grants for new activities cleared through personnel dept. Income: activity fees; for new activities and special events—90% vending profits, 10% company contributions. 27% participate.

Company D: Well organized ERA with elected officers, full-time recreation director. Individual activities elect officers and charge fees. Income: $3 ERA dues, activity fees, proceeds from special events. Company contributions match ERA dues. 52% participate.



Bowling's a great way to meet new people...make new friends!

Men or women...all of your employees go for bowling in a great big way. Reason: There's nothing like bowling to help people get acquainted and have fun together. And, bowling lifts morale, keeps workers fit, builds a real *team* spirit. No wonder more and more companies are starting bowling programs!

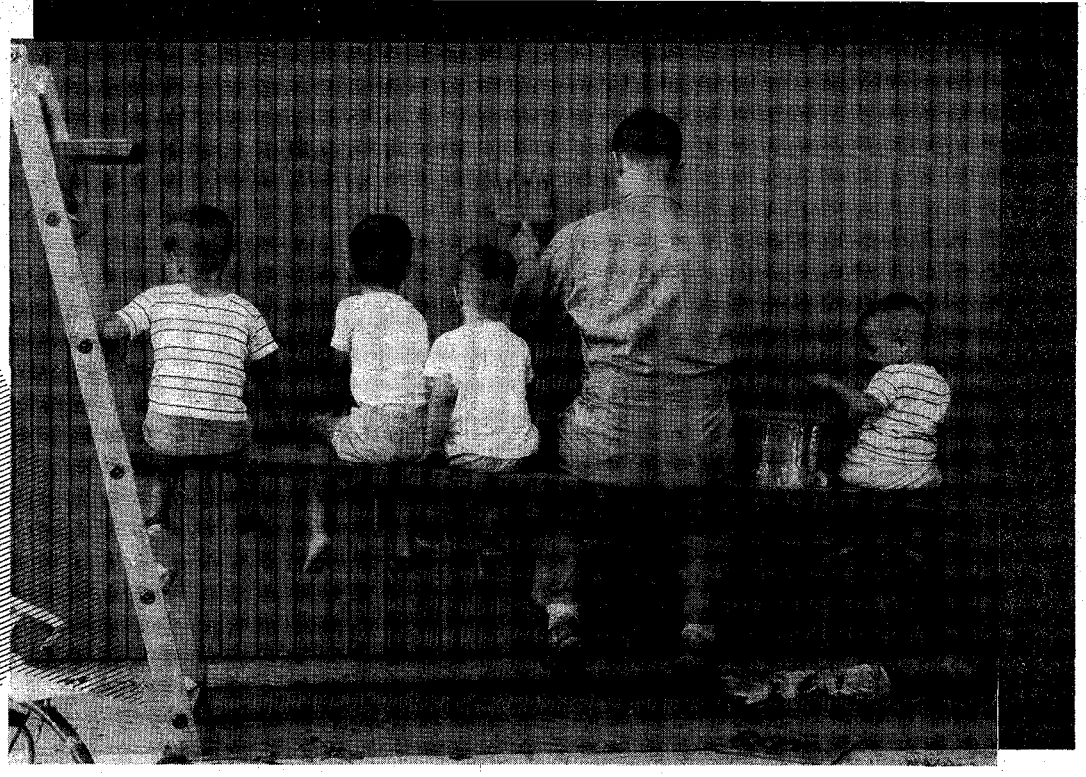
To get your own bowling program under way, call on your local "Magic Triangle" bowling proprietor. He'll help you organize teams, set up schedules, even instruct beginners. What's more, he offers you the *best* in bowling. Good service, pleasant surroundings, and bowling equipment by AMF—featuring AMF Automatic Pinspotters with the exclusive "Magic Triangle" Signaling Unit. Contact your "Magic Triangle" bowling center now, and let your employees in on the fun of bowling.

It's America's Number One Sport!

AMF PINSPOTTERS INC.

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY COMPANY
AMF BUILDING • 261 MADISON AVENUE, NEW YORK 16, N. Y.

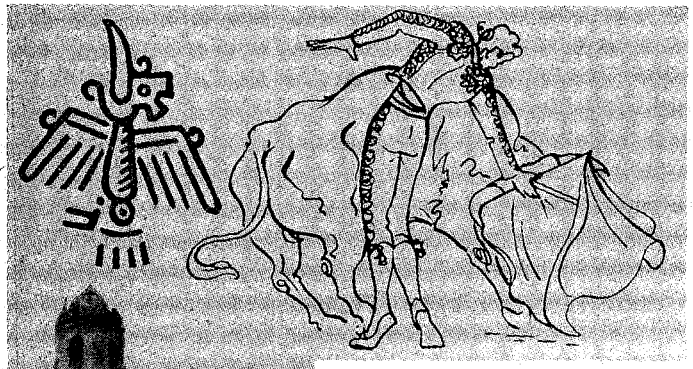
BOWL WHERE YOU SEE THE "MAGIC AMF TRIANGLE" T.M.



ROBERT P. TIERNAN, Henry J. Kaiser Co., Oakland, Calif., "Featherbedding"

Open division photo winners

Bob Tiernan of Henry J. Kaiser Co. wins one week Mexico vacation as top prize in NIRA's first employee photo contest





"Featherbedding," an impulse photo of his four sons earning their allowance, has turned into a ticket for a week's paid vacation in Mexico for Bob Tiernan, counsel for Henry J. Kaiser Co., Oakland, Calif.

As Open Division winner in NIRA's first Employee Photo Contest, Tiernan, with his wife Marilyn wasted no time in collecting their prize. The family arrived in Mexico City, March 11, as guests of Happiness Travel Service, donors of the award.



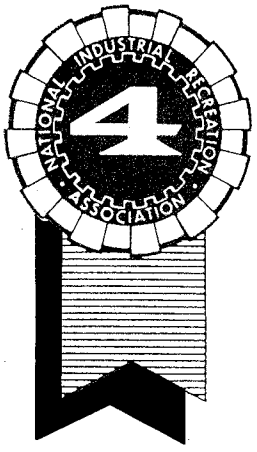
CORNELIUS E. WESTVEER
Detroit Edison Co.
Detroit, Mich., "Sea Gull"

Other prizewinners in the Open Division have their choice of camera equipment, film or accessories valued as follows: 2nd place, $25, Cornelius E. Westveer, Detroit Edison Co.; 3rd place, $20, Mrs. Gwen Walker, Polymer Corp. Ltd.; 4th place, $15, David Wu, Aerojet General Corp.; and 5th place, $10, J. P. Vast Binder, Ford Motor Co. As a special award, camera fans at Henry J. Kaiser Co. have the opportunity to duplicate Tiernan's Mexico holiday at special rates.

The Mexico trip took the Tiernan's on an all-inclusive sightseeing tour of Mexico City, to the floating gardens of Xochimilco and the bull fights, through the Sierra Madre to charming Taxco and on to the shrine of Guadalupe and the Aztec Pyramids. All expenses; air transportation, meals, lodging and sightseeing; were covered.



Total number of entries submitted in the Open Division reached nearly 300 photos from almost 80 companies in the U. S. and Canada—an outstanding first year record. However, in many cases, NIRA contest entries were the winners of their respective company contests. As such, they represented a far greater number of photographs. Ford Motor Co., for example, submitted the 15 best photos of the 450 which were entered in its own employees' contest.



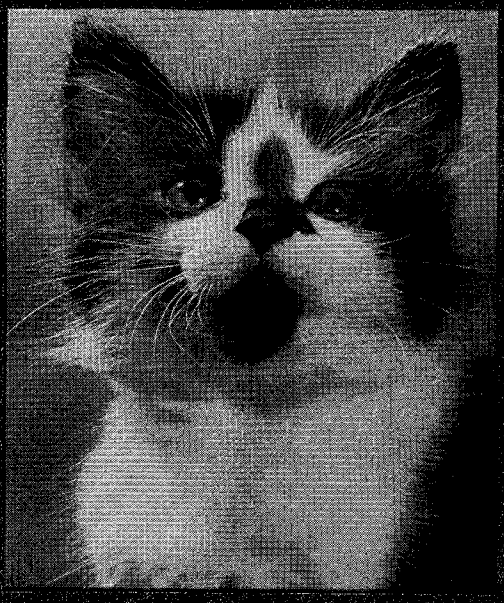
Originality, warmth and story telling values were rated more important than the technical excellence of the photograph. All entries in both the Open and Recreation (see next page) Divisions were judged by Ray Prucha, Ansco Division General Aniline Film Corp.; Clarence Drake, Eastman Kodak Co.; and Hoyt Mathews, editor of *RECREATION MANAGEMENT*

Rules and prizes for the 2nd annual NIRA Employee Photo Contest will be announced shortly and will be essentially the same as the first contest: any amateur photographer and his immediate family employed by a NIRA member company is eligible; entries will close Dec. 31, 1961.









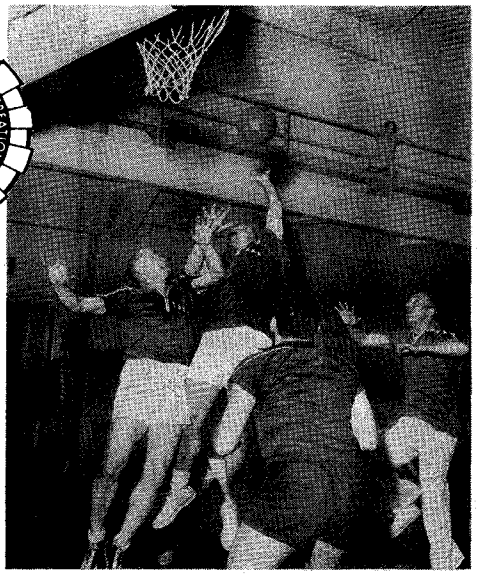
Recreation division

To help recreation directors call attention to their company programs, a special division was included in the NIRA Employee Photo Contest for shots taken of any phase of the recreation program sponsored by the contestant's company. Judging from the results, this was not a new idea to Detroit Edison Co. From prize-winning Norman Zadoorian to runner-up Ed Smith and 4th place Eugene Sparrow, the Michigan firm took a lion's share of the honors from a field of 52 photos submitted by 19 U. S. and Canadian companies. The idea will be adopted by other recreation directors and "Recreation" photos in next year's contest should triple in number.



NORMAN ZADOORIAN
Detroit Edison Co., Detroit, Mich.

From the old standbys to junior boxing, youth fishing and penny scrambles, the Recreation Division winners, coincidentally, do a remarkable job in portraying the broad scope of activities offered today by industrial recreation.

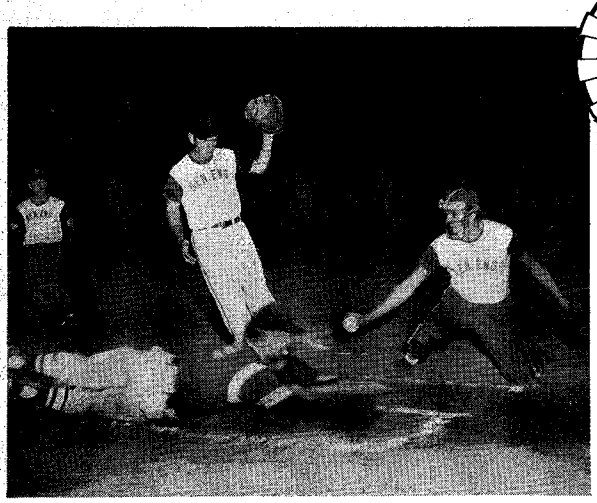


ED SMITH
Detroit
Edison Co.
Detroit, Mich.



GORDON K. YETMAN
Continental Can Co.
of Canada, Toronto,
Ontario, Canada

Winner Zadoorian receives $25 value in his choice of photo equipment or film in addition to having his winning photo appear on R/M's cover. Other winners also receive their choice of film or supplies. As an extra, the Detroit Edison camera club wins $20 worth of darkroom merchandise.



EUGENE SPARROW
Detroit Edison Co., Detroit, Mich.



D. J. WHITNEY, The Dow Chemical Co.,
Western Division, Pittsburgh, Calif.

BOWLING WORKS FOR INDUSTRY AND BUSINESS...

MODERN LANES SPARK A BIG BOOM IN SOHIO'S BOWLING PROGRAM

To Sohio employees, there's nothing newer—nothing more fun in a recreation program than bowling at a modern Brunswick bowling center.

There are 60 Sohio bowling teams in the Cleveland area alone, including 12 men's teams and 8 women's teams in the Sohio Recreation Club of the Home Office. Big event of the year for the Home Office Club is "Family Night" when members bring their family and friends.

Bright, colorful, modern decor and faster, quieter center equipment have made bowling an "all-hours, all-people" game that can be enjoyed all year long by men and women of all age groups.

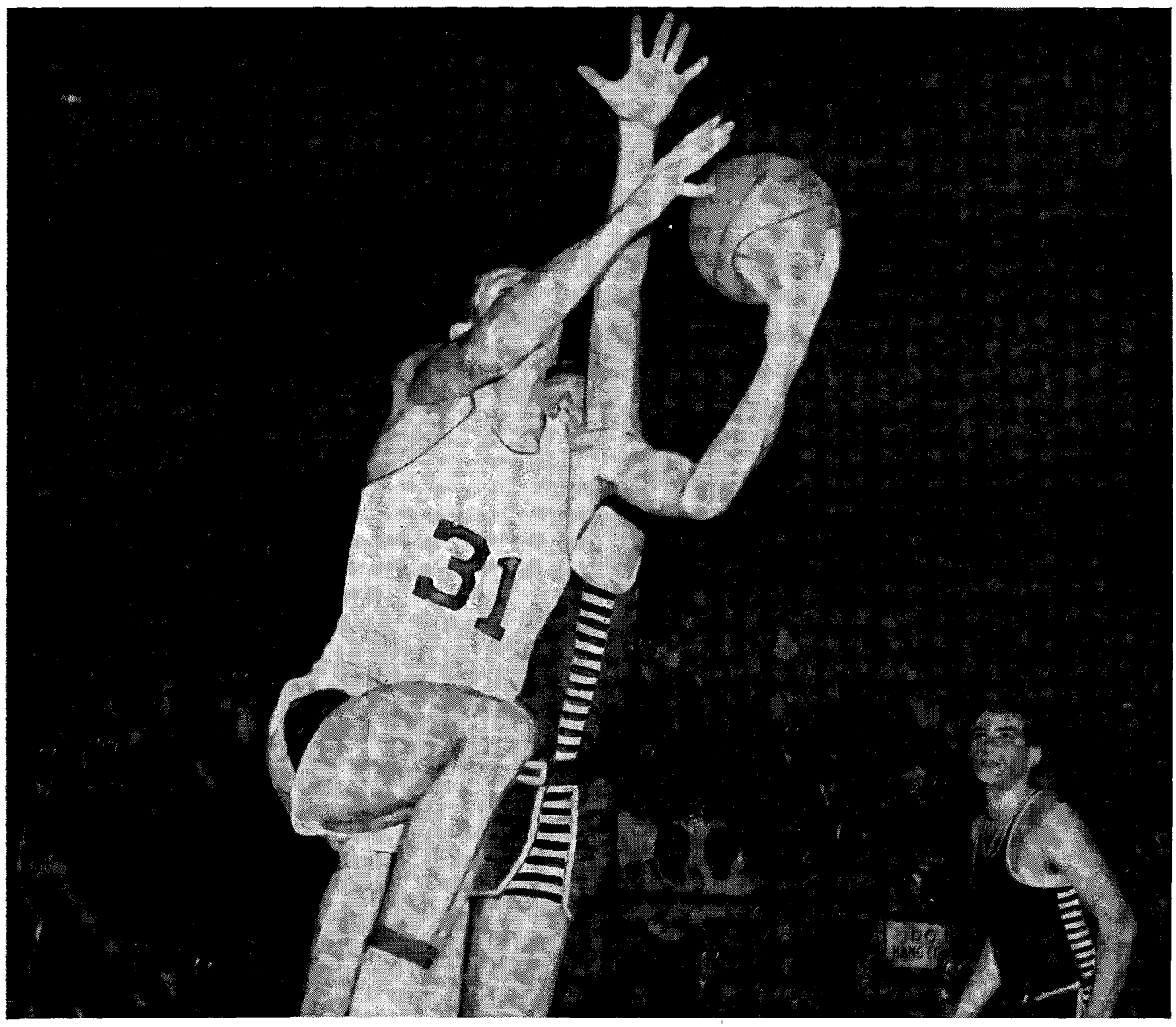
Sohio is convinced that bowling—particularly in Brunswick bowling centers—boosts inter-department fellowship and higher morale in a way that few other activities can.

Yet, with all its advantages, modern bowling still costs less to sponsor on a year-round basis than any other major recreation activity.



Brunswick

The No. 1 Name in Bowling



Controlled

CONFLICT...

ups personnel morale, cuts absenteeism, helps increase production. That's a pretty good case for in-plant athletic programs. Studies prove it out—plants with sports participation for employees are more productive.

Just having the program isn't enough, however. Your plant needs the right athletic program, correctly planned and executed, and supplied with the right equipment. Your MacGregor dealer is an expert on setting up and operating leagues of all kinds, and he certainly has the finest sports equipment available right in his own store. He can assist you with initial planning, scheduling, tournament bracketing, selection of equipment, and even sanctioning by local athletic groups if necessary. He's also adept at giving tired old programs a vigorous boost. Get your plant's athletic program started, or rejuvenated, now. Keep your employees' after-hours energies and tensions in control by giving them controlled conflict. A call to your MacGregor dealer, or a visit to his store, will get things moving. Do it today.

MacGregor®

The MacGregor Co., Cincinnati 32, Ohio

DIVISION OF BRUNSWICK

WORLD LEADER IN RECREATION

BFG Plans Four Tours

A travel program of unparalleled scope has been chartered for B. F. Goodrich Company employees, families and friends, announced C. A. Mears, recreation manager and tour director. He added that the vacation tours will be available to BFGers throughout the country.

Visits to Old Mexico and Hawaii are already scheduled for two-week vacationers, and three-week tours to Scandinavia and Central-South Europe will be sponsored if enough reservations are made.

To accommodate BFG employees living outside the firm's home state of Ohio, passenger pickup points will be designated for the various geographical areas. Only Goodrich employees and family members are eligible for the Scandinavian and European trips.

New High in Golf Courses

With the opening of 225 new regulation golf courses in 1960, the nation's total golf links in play has reached an all-time high of 6,011.

Fifty-one new par-3 were also completed bringing the nation's total in this category to 374 and upping the grand total to 6,385.

Greatest growth has been in semi-private clubs (privately owned daily fee profit operations) which now number 1,997. Private country clubs remain in the majority with 3,162. Tax supported courses comprise only 15% of total facilities, but receive 40% of the play.

Winter Vacations Popular

Once the prerogative of a few, winter holidays are fast becoming a habit with large numbers of Americans according to the *Wall Street Journal's* recent detailed account of the newest trends in travel.

Citing figures compiled by the National Assn. of Travel Organizations, the Journal reported that about 20 million people now take some kind of vacation jaunt between the beginning of December and the end of February, compared with only nine million 10 years ago.

Partly responsible is the trend to more liberal vacation policies in industry. One survey of 300 firms showed that 76% permit vacations during any season. In 1954, a similar canvass indicated that only 51% of the firms placed no restrictions on the timing of vacations.

An official of a company which had recently dropped its April to October vacation rule, admitted, "There was actually no reason for the restriction, other than it had always been a traditional part of the employee rule book."

The winter trend, however, is part of an overall increase in vacation travel. An estimated 120 million will take vacation trips this year, a big jump from 90 million in 1950.

Region III Conference

Midwestern industrial recreation directors have been invited to attend a two-day conference at Turkey Run State Park, Ind., Feb. 18-19.

The program will cover a wide range of subjects ranging from leadership to "Program Building" and "New Frontiers for Industrial Recreation." Oskar Frowein, NIRA president and recreation director at Republic Aviation, leads the list of featured speakers.

The conference has been arranged by the officers of the Indiana NIRA committee, Dale Shaffer, Delco-Remy; Verne Vaught, Continental Steel; and Ed Mitchell, U. S. Steel.

Room reservations of $8.90 per day include three meals.

Industrial Music Workshop

The Purdue Musical Organizations and the American Industrial Music Assn. will conduct the 10th annual Industrial Music Workshop at Purdue University, Feb. 16-18.

Under the chairmanship of Dr. Albert P. Stewart, director of Purdue Musical Organizations, the workshop will feature performances by Purdue's Varsity Glee Club and the Allen Bradley Chorus.

Registration fee of $35 includes all meals and AIMA dues.

Bill Hutchinson Dies

Well known friend of industrial recreation, William H. Hutchinson, 52, general sales manager of New York's Hotel Manhattan, died Dec. 31 after a short illness.

Hutchinson had been a NIRA member and had attended all of the Association's National Conferences since his appointment as tour manager of the New York Convention and Visitors Bureau in 1954. Hutchinson joined the Manhattan in 1957 and became a member of the NIRA Travel Council.



NIRA WORKSHOP co-sponsored by Sarnia, (Canada) Industrial Recreation Council, Nov. 4, was led by panel moderators (l-r) Jim Charrington, Polymer Corp.; Charles Haggerty, Ford Motor Co.; and John Leslie, Minnesota Mining & Mfg. and past NIRA president. More than 100 attended.

RESEARCH REPORT, from page 14

company and make them feel they belong. The fact that this does not hold true in two cases below may be attributed to the strong influence of the Veterans Association on the program at Company B and the peculiar nature of work performed by younger employees at Company C.

Service in Years:	5 or less	6-10	11 or more
Company A	71%	68%	57%
Company B	33%	31%	39%
Company C	20%	34%	32%
Company D	70%	61%	40%

Monthly Earnings data indicate generally that middle income employees are the most frequent participants. More significant, the figures show that individual programs have done extremely well in attracting high percentages of participants in both low and high income groups.

Monthly Earnings:	Under $400	$400-$699	$700 or more
Company A	43%	66%	61%
Company B	19%	36%	41%
Company C	18%	33%	23%
Company D	100%	49%	100%

Job Status figures reveal no well-defined pattern except possibly that participation is poorest among production workers. Data seems to refute the popular contention that industrial recreation programs do not appeal to management and technical personnel.

Job Status Category:	1	2	3	4
Company A	61%	66%	78%	66%
Company B	23%	24%	57%	40%
Company C	37%	32%	33%	40%
Company D	42%	75%	50%	58%

KEY: (1) production workers; (2) office employees; (3) Management, engineering, research and lab, sales; (4) all others

Work Shift. As expected, employees on odd shifts have the lowest percentage of participation. At the same time, however, comparison of the percentage participation in all three shifts at each company shows that each of them have adjusted their programs for the convenience of odd-shift employees.

Work Shift:	First Shift	Office Hours	Other Shifts
Company A	67%	67%	50%
Company B	33%	28%	27%
Company C	34%	29%	20%
Company D	46%	73%	48%

Distance from Home. As distance between employees' homes and the plant increases, participation decreases. But, as proved by Company A, this is not an insurmountable barrier. This firm's outstanding program attracts more than half of the employees living 11 or more miles from the plant.

Distance in Miles:	Up to 5	6-10	11 and more
Company A	70%	69%	55%
Company B	38%	30%	20%
Company C	35%	30%	22%
Company D	60%	50%	14%

Participation in High School. You can't teach an old dog new tricks . . . or can you? Of the employees who did not participate in any high school activities, more than half have entered into the recreation program at Company A; 40% at Company D. The overall pattern, however, is no surprise.

Number of Activities in School:	0	1-2	3 or more
Company A	55%	60%	75%
Company B	20%	31%	47%
Company C	20%	32%	40%
Company D	40%	42%	60%

With additional research based on these pilot study findings and techniques, standards or "yardsticks" for each of the factors above will be developed which can measure the effectiveness of individual company programs.

Next Month: What Do Employees Think?

NO HANDICAPS, from page 7

Both the blind and amputee golf associations are supported in part by proceeds from National Golf Week.

The silent world of the deaf has been given a new dimension through the efforts of the American Athletic Assn. of the Deaf. With more than 100 member clubs located throughout the country, the AAAD sponsors a highly organized, comprehensive program including state, regional and national basketball tournaments, softball tournaments, its own AAAD Hall of Fame and "Outstanding Deaf Athlete of the Year" awards.

The AAAD also encourages deaf athletes in swimming, shooting, wrestling, track and field. This year it will conduct tryouts to select the team to represent the United States at the ninth World Games of the Deaf in Helsinki, Finland, Oct. 6-10.

Yet perhaps the greatest overall contribution has been made by the folding, metal wheelchair. Until it came into prominence after World War II, the orthopedically handicapped had no real part in the physical world of sports or employment.

Today, under the leadership of the Joseph Bulova School of Watchmaking, the Paralyzed Veterans of America, University of Illinois Student Rehabilitation Center and veterans administration hospitals, wheelchair sports have been broadened and diversified to include the handicapped of all ages and both sexes.

It started with table tennis, catch and billiards; then from bowling, swimming and volleyball to the more energetic water-polo, softball and touch football. While many other sports have since been included, it was basketball, that within a few years, far outshadowed the others.

NATIONAL WHEELCHAIR GAMES

Today, the National Wheelchair Basketball Assn. is comprised of 24 teams which play in four regional divisions before battling in the national tournament.

But backetball proved too rugged a sport for everyone. Proficiency required at least two years active participation. To build interest in other sports, the Joseph Bulova School of Watchmaking sponsored the first National Wheelchair Games in 1957.

In last year's fourth annual Games, 125 wheelchair athletes competed in 14 events including the 60 and 100 yd. dashes, shotput, javelin, discus, three swimming events, archery and table tennis.

Except for the slalom (similar to the ski event, each man races his wheelchair against time, weaving between flags), most events are strict adaptations of the original. The handicapped sportsman does not want an easy, watered down version. A good example is the basketball rule: when a player falls out of his chair with the ball in his possession, this is viewed as his error, not an unfortunate accident. The ball is awarded to the opposition.

Wheelchair sports received their greatest reward last summer when disabled athletes from 22 nations competed in the first International Paralympics, held in Rome immediately following the regular Olympic Games. The 24 members of the U. S. team won more than their share of gold medals with such sit-down performances as a 33'7" shotput and a 97' javelin throw.

The therapeutic value of sports is unlimited. And they have proved to the world and, more importantly, to the handicapped themselves, that it is a man's ability, not disability, that counts.

Deadlines close in on

Tournament Time

Industrial competition open in Helms Award program, two bowling meets, postal shooting

The pile of entry forms grows higher, and time to fill them out grows shorter as the peak season in national industrial recreation competition rapidly approaches its climax.

Entry deadlines in four important events now hanging fire:

Helms Awards. April 20 is the due date for completed forms and supporting documents in the third annual Helms Industrial Recreation Awards Program.

Co-sponsored by the Helms Athletic Foundation and NIRA, the contest will determine the most outstanding industrial recreation program in each of the five NIRA company-size classifications. In addition, the Helms rotating trophy will be presented to the most outstanding company, regardless of size.

Entries will be judged on seven points: contributions to NIRA and industrial recreation in general, leadership, program, facilities, organization, financing and general achievements.

NIRA Bowling Meet. Industrial bowlers have until March 10 to enter the 14th annual National Industrial Bowling Tournament to be held March 25-26 in Milwaukee, Wis. The eight-game scratch event will be conducted in two divisions for teams: open and industrial which has an 875 maximum team average.

Trophies and merchandise prizes will be awarded to leading teams and individuals. Five-man team entry fee is $40. All bowlers must be bona fide employees of the companies they represent.

Dayton Bowling Meet. Organized squads entries close on Feb. 25 for the Dayton *Journal Herald's* National Industrial Bowling Tournament held on nine weekends in April and May.

The Dayton meet, which guarantees a $6,000 first place team prize, is a three-game handicap event. Each team is given its choice of one of the 18 playing dates. Entry fee $7 per man.

Shooting Matches. Fired targets must be returned to the National Rifle Assn. no later than April 30 in order to be eligible for the third annual NIRA-NRA Postal Rifle and Pistol Matches.

The contest is comprised of four different matches for both individuals and teams: .22 rimfire rifle and pistol, CO_2 rifle and pistol. The official, registered targets are sent to contestants by the NRA upon receipt of the entry blank and $4 team or $1 individual entry fee. The targets can then be fired on any range at any time prior to the deadline.

CORRECTION, PLEASE!

The article "Industry Meet Set for Milwaukee" which appeard on page 20 of the Jan. 1961 issue of RECREATION MANAGEMENT, erroneously described the Dayton Journal Herald's industrial bowling tournament as a nine game handicap event. This should be corrected to "three game event." Complete details appear in the advertisement starting on page 15 in this issue.

new!

...and tailored to fit a modern industrial recreation program!

Happiness Travel Service announces its "Plan-It-Yourself" Group Vacation Program, a revolutionary idea that allows a vacation group to pick the number of days it wants, the kind of activities it wants, and—presto—create its ***very own vacation package.***

Happiness Travel Service is offering to every executive concerned with industrial recreation a complete kit describing this new vacation program. It's yours for the asking, and well worth your while.

It will be sent to you merely by calling or writing
Ben Getzoff, Group Division,
Happiness Travel Service,
6 East Monroe Street, Chicago,
STate 2-4900.

A Texas Size Happiness Pill

by A. MARTIN STUBEL

Generating common interest and enthusiasm, Temco Boat Club members don't need to get synthetic bliss out of packages

It has been said that in our land of the free and home of the brave, with more security than any other nation, with the highest standard of living in the world, we spend several 100 million dollars a year buying "happiness" pills.

In Dallas, Texas, Temco Missiles and Aircraft, a division of Temco Aircraft Corporation, has, with keen human relations insight, provided its employees with a Texas size happiness pill in the form of a company sponsored boat club.

This activity has many advantages other than the wonderful family fun of day cruising, fishing, skiing, skin diving, sunning and other activities and adventures that the family can enjoy.

Not only do the members share in a common interest and enthusiasm about boating, but they also have a common objective in their working lives.

Many a working problem has been pleasantly resolved at the boat club. Participation by Bob McCullough, president; Clyde Skeen, executive vice president; Bob Galer, vice president; and other Temco officials has contributed a great deal of morale building and unamity both in-plant and out of the plant.

ALREADY EXPANDING

The Temco Boat Club was originally conceived during Dec. 1959 and completed by Feb. 6, 1960, but already plans for expansion are underway.

Funds to build the docks and club house were advanced by the Temco Recreation Association while the construction was performed by Silverlake Enterprises. Each of the 18 covered boat stalls can adequately house a cruiser up to 28 feet in length. Walkway arrangements are such that boat owners can install permanent lockers for their gear and have ample space for barbecue grills to enjoy outdoor cooking and just plain loafing next to their boats.

The clubhouse in nautical decor features a lounge with bar, card tables, television and other furnishings. It also contains two dressing rooms, and a portion of its floor is removable so that in bad weather members can sit inside and fish in comfort.

Set up in a protected slough on Grapevine Lake just 16 miles from Dallas, the entire facility is now owned by Silverlake Enterprises and leased yearly by the Temco Recreation Assn.

Under this arrangement the responsibility for maintenance and protection of the facility belongs to Silverlake Enterprises, relieving boat club members of a major problem.

Club dues and boat stall rentals are paid by members to the Temco Recreation Association to assist in paying for the lease. In addition, a budget was set up by the company to help pay for fishing rodeo prizes, barbeque prizes, boat safety and educational programs and other family activities, all of which are planned by Temco's Recreation Coordinator Jim Bernard.

FULL CALENDAR

In its first full year, the Temco Boat Club packed its activities calendar with fishing rodeos, overnight trailor-sailor cruises, cook-out, moonlight cruises and many other trial promotions to help plan a bigger and better 1961. For this season, plans have been made to add sunrise breakfasts, competitive contests, boat club beauty queen contests, dances, holiday celebrations and more.

Even the club's first event, the formal opening of its clubhouse, was conducted on a grand scale. Temco Vice President Clyde Williams cut the ribbon early in the morning. A Texas style chicken barbeque followed, with a Temco Boat Club regatta cruise around the lake for members and their guests.

In addition, a periodical newsletter, "The Salty Dog Post," is published by one of the club's "skippers" to keep members informed of all formal and informal events, safety hints, humorous anecdotes and other information.

Temco Boat Club members don't need to get synthetic bliss and relief out of packages; they have their own Texas size happiness pill.

DEDICATION CEREMONY opening Temco Boat Club's dock and clubhouse facilities were performed by (l-r) Temco Vice President Clyde Williams, Boat Club Commodore (president) J. C. McKelvain, and Temco Recreation Coordinator Jim Bernard.



RM THINGS TO WRITE FOR

Outdoor Film List

Free folder listing outstanding motion pictures of interest to sportsmen's organizations has been prepared by the Sportsmen's Service Bureau of the Sporting Arms and Ammunition Manufacturers Institute.

Free Films for Sportsmen gives the name and address of the sponsor-producer of each film listed, suggests sources for other specialized and general recreation films and presents several tips that sportsmen's groups should find helpful in making film showing arrangements.

Sportsmen's Service Bureau, 250 East 43rd St., New York 17, N. Y., free

Vending Directory

Latest edition of the complete source book of automatic merchandising is now available from its publisher, the National Automatic Merchandising Assn.

The *Directory of Automatic Merchandising —1960 Convention Issue* contains all the facts, figures and trends about the fast growing automatic vending industry in its 264 illustrated pages.

Listed in the Directory are vending manufacturers, vendible product suppliers, manufacturers of component parts and services and operating company members of NAMA. Each listing includes comprehensive information about the types of products manufactured or supplied.

In addition, the book contains feature articles on the various aspects of vending, statistical tables and excerpts from the industry's 1959 Operating Ratio Report.

National Automatic Merchandising Assn., 7 S. Dearborn, Chicago 3, Ill., single copies $4.50, additional copies $2.50.

500 Ski Resorts

The 2nd annual *Directory of Ski Resorts* has compiled detailed information on more than 500 ski areas in the U. S., Canada, Chile, Japan, and the most popular European resorts. The book's 14 pages of maps show the best routes to most of America's ski areas.

Other data provided in the directory's 150 pages includes details on area rates and facilities, phone numbers to call for snow information, race schedules and geographical lists of ski shops. It also lists more than 1,200 places to stay including phone numbers, rates and types of accommodations.

Available at ski shops and major newsstands or write Directory of Ski Resorts, Dept. 1C, 261 E. Colorado St., Pasadena, Calif, $1.25.

Sporting Goods Catalogs

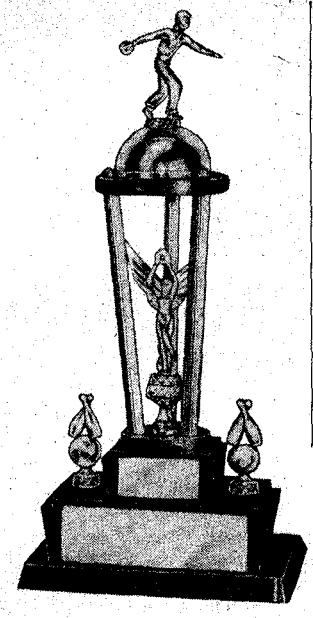
The 1961 Spring-Summer and Fall-Winter Catalogs are now available from the MacGregor Co. The two catalogues totaling 212 pages illustrate the company's golf, baseball, softball, basketball and related sports lines.

Both catalogues are fully indexed and contain easily read descriptions of all items offered by the company.

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The Merck, Sharp & Dohme Pistol Club was organized in 1954 to teach gun safety and marksmanship—to provide recreational shooting facilities—and to promote interest in competitive shooting among MS&D employees.
In keeping with these objectives, the club offers new members without previous experience an opportunity to learn the fundamentals of pistol shooting under the guidance of NRA-Certified Instructors. After mastering the basics, the member may then improve his scores through participation in practice firing sessions and qualification matches held on the club range. Finally, he is ready to test his skill by competing in the Annual Club Championship Match and other shooting tournaments. This well balanced program has enabled the club to develop a group of fine marksmen.
NRA is proud of its association with Merck, Sharp & Dohme, and salutes both the company and its employee gun club.

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor an NRA-affiliated club will be sent without cost or obligation.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

RM INDUSTRY ITEMS

Boat Boom Slows

Although new equipment purchases dropped off, total retail expenditures for boating jumped to a record $2½ billion in 1960.

The overall increase of $50 million over 1959 expenditures was principally due to a larger recreational fleet (8,025,000 boats), an expanding boating public (40 million participants) and more boating activity.

Thus, increased expenditures for fuel, accessories, docking and maintenance were more than enough to offset a 5.2% drop in purchases of new outboard boats, outboard motors and boat trailers, according to figures released by the Outboard Boating Club of America.

Thin Line of Distinction

In a series of recent cases, workman's compensation has been denied to employees' injured while participating in company sponsored recreation activities.

Reason for judging these cases as non-compensable has been that the injuries have not resulted as an incident of employment, even though the activities have been company supported.

In the view of the courts, however, the coffee break is now a part of the job, and the Minnesota Supreme Court so ruled in the recent case of a woman who slipped on an icy sidewalk on her way to a nearby store for a coffee break. The court held that since the right to obtain coffee during a work break is a condition of employment, the injury arose out of and in the course of employment.

National Golf "Week"

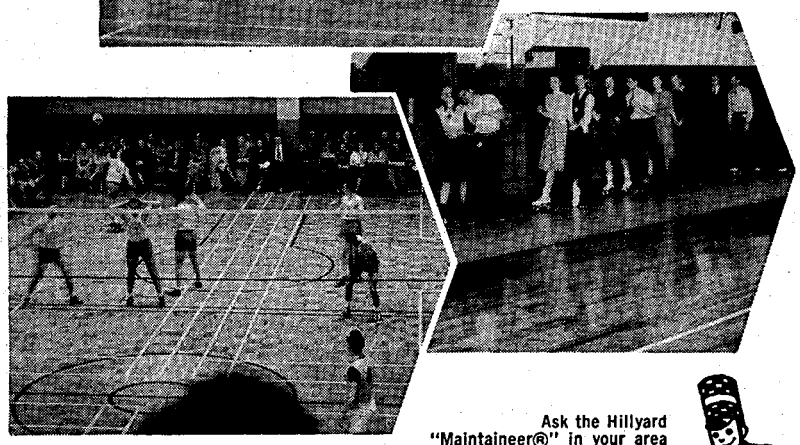
National Golf Day will celebrate its 10th anniversary this spring by expanding to National Golf Week.

The annual event, sponsored by the Professional Golfers' Association of America, will again be based on the winning score fired in the "Round of



NEW FILM processing technique is an invaluable aid in sports instruction. In a matter of minutes, the finished film can be flashed on the screen for analysis of the student's form by the instructor. For details of Rapromatic Processing, contact E. F. Richardson, Rapromatic, Inc., Oak Drive, Syosset, L. I., N. Y.





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the Champion," an 18-hole stroke-play match between the reigning PGA champ (Jay Hebert) and the U. S. Open champ (Arnold Palmer).

This year, however, the nation's duffers will have a full week, May 29 through June 6, to beat the champ. Such rounds can be shot concurrently with other tournaments. The only requirements are that each contestant pay the entry fee of $1 or more and that he turn in his official score card after completing the round.

All men amateurs can use their normal handicaps to try to beat the champ's score. Those who do not have established handicaps may utilize the Callaway System.

Ladies will be permitted to use their regular handicaps plus an additional 10 strokes, three more than they were allowed in past years.

In another change, all participants will compete against the "champ's" score *in relation* to par, rather than on a stroke for stroke basis.

In its nine-year history, the event has raised $800,000 for distribution to caddie scholarship funds, programs for blind and amputee golfers, turf research and other charitable and worthwhile projects.

Sports Sales Record

Sporting goods dealers sold a record $2.1 billion of boats, bicycles, fishing gear, golf clubs and other items during 1960 according to the National Sporting Goods Association.

Boating ranked first with more than a quarter of the total. Photographic supplies and firearms and supplies followed in order.



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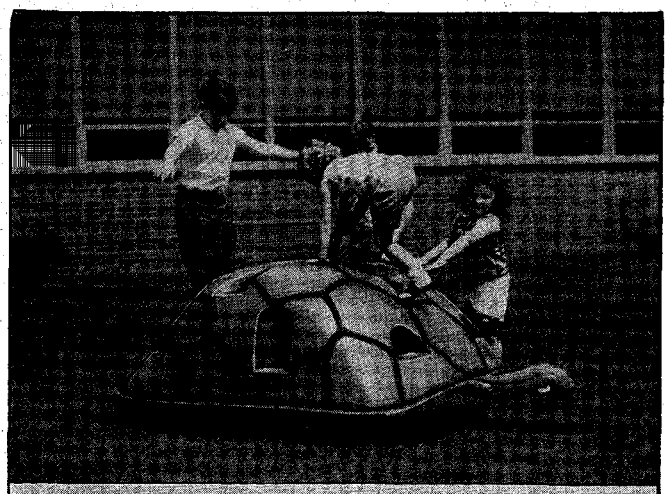
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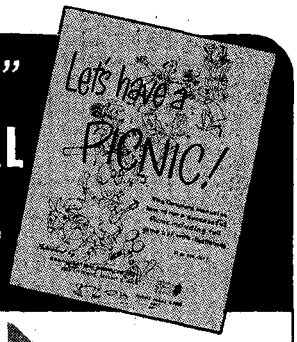
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what's your TRAVEL QUOTIENT

More than ever before, industrial recreation is in the travel business. What kind of tour manager are you? Answers are given below.

1. *What's a fair price to charter four buses (each with a 37 passenger capacity) for a 200 mile round-trip, leaving the plant at 8 a.m. and returning at 8 p.m.?*

   a. $329.
   b. $484.
   c. $556.
   d. $649.

2. *In chartering an airliner for an international flight, which one of the following items is usually not included in the charter price?*

   a. Customs and immigration fees
   b. Insurance (up to Warsaw limitation)
   c. Airport head taxes
   d. Involuntary layover expenses

3. *What are the full names of the following travel organizations?*

   a. IATA
   b. CAB
   c. NATO
   d. ASTA

4. *How many seats are usually fitted on the new Convair 880 jet airliner?*

   a. 83
   b. 90
   c. 110
   d. 125

5. *How long does it take an ocean liner to sail from New York City to Bermuda?*

   a. 18 hours
   b. 30 hours
   c. 42 hours
   d. 56 hours

6. *Best guess—what would be the per person cost (transportation only) to reserve railroad chair car and roomette accommodations for 50 people on a two-week sightseeing trip leaving from Chicago through the Grand Canyon, San Diego, Los Angeles, San Francisco and return?*

   a. $149.60
   b. $246.90
   c. $353.70
   d. $460.95

7. *Which area has been the second most popular destination for employee group flights?*

   a. Europe
   b. Mexico
   c. South America
   d. Hawaii

8. *Under CAB trans-Atlantic charter regulations which of the following charter passengers may be allowed free transportation?*

   a. Children under two-years of age
   b. Children under 12 years of age
   c. The chartering company's recreation director
   d. One free seat out of every 15

ANSWERS

1. (b) $484 or $3.10 per person. **2.** (c) airport head taxes or tourist taxes are usually paid directly by the passengers. **3.** (a) International Air Transport Assn., (b) Civil Aeronautics Board, (c) National Assn. of Travel Organizations, (d) American Society of Travel Agents. **4.** (b) generally 90, but can vary from 88 to 110. **5.** (c) 42 hours. **6.** (b) **7.** (d) **8.** (a) Smaller amount may be charged children under 12, otherwise, charter costs must be pro rated equally among all passengers.

Improve competition, participation

SOFTBALL IDEAS BAT IN RESULTS

Don't take your softball program for granted. These tested ideas tighten competition, build interest and participation

Even softball programs, which reign securely as industry's No. 2 summer sport*, can run into trouble.

An unbeatable pitcher, an overpowering team that dominates the league, sloppy umpiring or a number of other developments can stiffle interest in this seemingly self-perpetuating sport.

However, through successful experiments, recreation directors have found the cure for virtually every ailment.

League Balance. Departmental teams are the favorite for inter-company leagues. But what do you do when two or three teams develop perennial powerhouses and dominate play as they did at McKinnon Industries, a subsidiary of General Motors Corp. in St. Catharines Ont.? Last year, recreation director W. A. Barnes junked the system and chose team rosters by drawing names out of a hat. How did it work?

- Under the new system, 60% of the 40 games played were won by a margin of three runs or less; 74% by five runs or less. Previously, only 34% were won by three runs or less and only 50% by five runs or less.
- New system completely eliminated forfeited games at season's end.
- The three play-off berths in the "A" Group were not determined until the last week. In "B" Group an extra game was played to break a tie for one of the play-off spots.
- Interest was so high that the league was able to start the play-offs at a time when 70% of the players were on layoff for model changeover.

Only complaint against the new system came from a few players who did not like losing department identity. Incidentally, they were all members of previous years' top team.

Barnes strongly recommends, "if you want to pep up a lagging softball activity, try drawing teams out of a hat. You'll never go back to the old way."

Player Assignment. Not leaving team selection to chance, the Jewish Community Center in Atlanta, Ga., devised an elaborate system of player assignment which could be used equally well in industry. The system was established after a committee studied the reasons why previous softball programs had failed. Success was finally attained when the league was patterned after these recommendations:

- Break up existing cliques.
- Separate troublemakers.
- Distribute good players evenly.
- Disburse the very poor players.
- Select strong players and natural leaders as team captains.
- Set up suitable league regulations.
- Ensure enforcement of league rules by appointing a strong and impartial league commissioner.
- Charge an activity fee.
- Provide topnotch equipment.
- Hire competent umpires
- Start all games on time.
- Insist that each team closely abide by league rules.

Player Pools. It's done in bowling, why not softball? To eliminate forfeits and accommodate additional players, some firms have set up player pools from which substitutes may be drawn to fill in for a sick or vacationing regular. These substitutes may be selected either by skill or rotation.

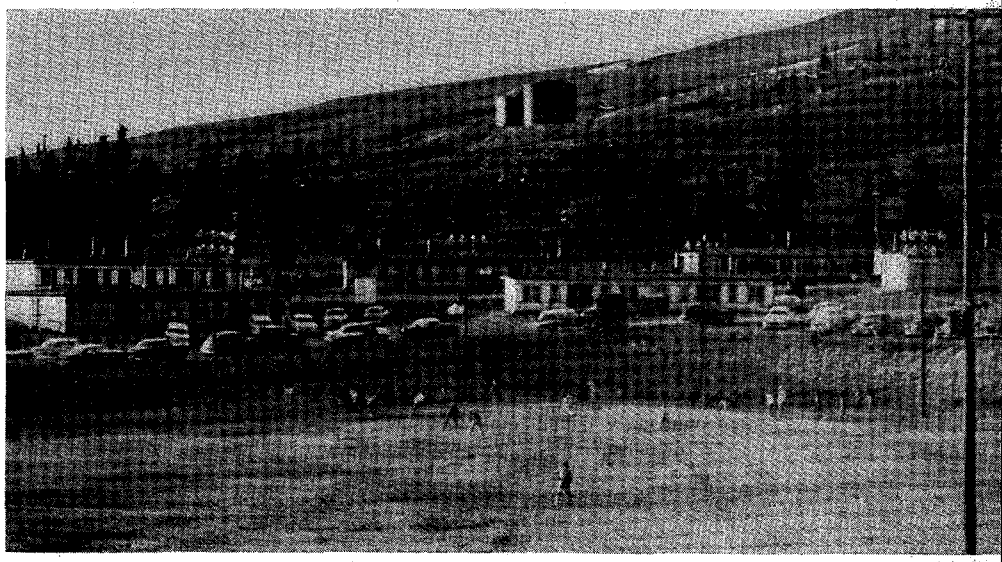
Another variation of the player pool is used in departmental leagues in the event certain departments do not have sufficient players to form their own team. These "free agents" are chosen or assigned to existing teams at the beginning of the season.

Noon Games. Several years ago, Eastman Kodak Co., Rochester, N. Y., successfully experimented with lunchtime softball and had three noon-hour leagues in action during the summer.

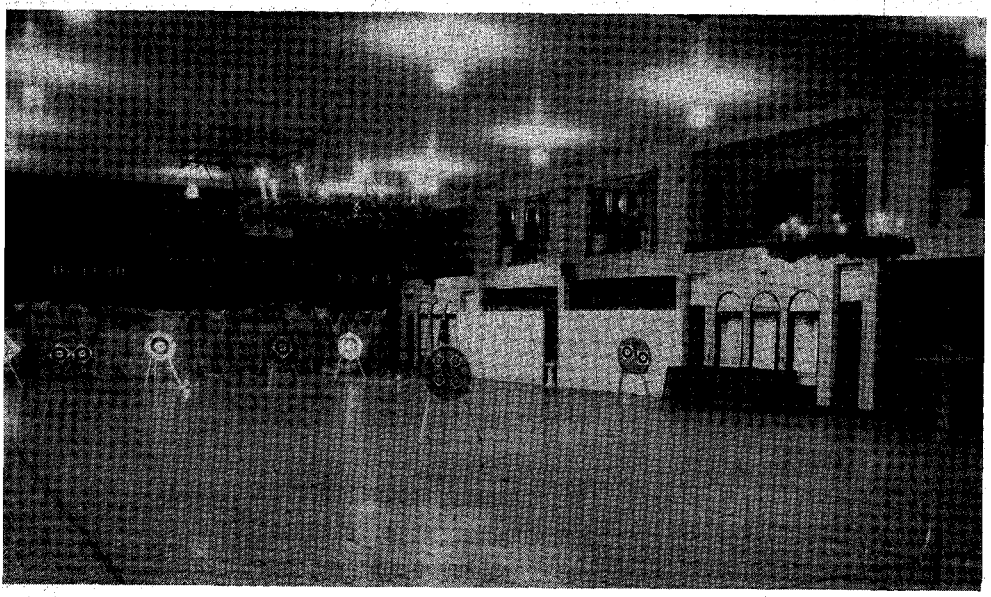
Games run precisely 30 minutes. Because of frequent ties, standings are computed on the basis of two points for a victory, one for a tie.

Safety. For several obvious reasons safety is particularly important in industrial leagues. Here are some of the rules enforced by General Electric in Evendale, Ohio: (1) Sliding will result in an automatic out; (2) street shoes or baseball shoes are not allowed; (3) all players must wear gloves; (4) any catcher wearing glasses must wear a mask; (5) no cuffed or rolled pants may be worn.

**In top spot, golf programs are sponsored by 93% of NIRA member companies; softball by 90.8%.*



WORLD'S HIGHEST softball field, owned by Climax Molybdenum Co., Climax, Colo., is perched 11,517 ft. above sea level on the Continental Divide overlooking Fremont Pass. As a result, snow, not rain, plays havoc with schedule makers. Two years ago, Climax ballplayers had to use bulldozers to remove four feet of snow from the field during the last week in May.



Gymnasium serves the purpose well for Kohler's indoor archery range.



Members of Kohler's junior arch

JUNIOR ARCHERY SCORES FOR KOHLER

Outstanding field course, indoor range and year-round youth training program fill activity calendar for Kohler archers

"Archery is strictly for those who are serious in pursuing the sport, not for those out for another night of fooling around."

With these stern words, children of Kohler Co., Kohler, Wis., employees are introduced to a 17-week training course in archery.

This ominous greeting may seem like a negative approach to teaching a sport that offers years of fun and enjoyment. Yet, as in any sport, knowledge of the equipment and its proper use must be learned first, before the thrill of competition and achievement can be realized.

And, that is exactly the purpose of the junior archery program sponsored by Kohler's Senior Archery Club.

FIRST PHASE

The first phase of the program, a 12-week session which starts in January, is launched with a serious discussion of the common sense rules that apply to archery equipment and shooting the standard adult's field round.

Concentrating on safety and fundamentals, the youngsters practice for an hour each lesson, which is sufficient exercise for most young archers. Then, for the last two lessons, the juniors take on the regulation indoor field round, which consists of shooting 112 arrows at targets placed at varying distances of 12 feet to 20 yards (see photos above).

SECOND PHASE

The second phase of the junior program gets underway in mid-July with five lessons on Kohler's outstanding outdoor range.

Considered one of the finest in a State noted for archery activity, the Kohler outdoor range covers approximately 20 acres of heavily wooded land. While an official outdoor course can be laid out in less space, the Kohler archers have tried to keep their range as close to natural conditions as possible. As the photos below right attest, they have cleared very few trees in setting up the course.

Here, the junior archers receive instructions on additional safety rules pertinent to outdoor shooting and learn to compensate for wind and other conditions.

After completion of the outdoor phase of the training program, the Kohler junior archers are fully qualified to pursue the sport on their own. While they may not yet be expert marksmen, they have become experts in the proper use of archery equipment.

Other than shooting the regulation field course, no competitive shooting or other special events are included in the 17-week junior program. The emphasis is entirely on training.

PROGRAM PHILOSOPHY

In explaining the philosophy of the program, one of the two Kohler instructors, George Henle, says, "As an instructor for junior archers, boys and girls from 12 years and up, I try to bear in mind at all times that is is far more important for these boys and girls to know how to use their equipment properly, for the safety of themselves and those around them, rather than try to see who can get the highest score. A high score is little compensation if an accident should occur."

Since most boys and girls have played with toy bows and arrows, teaching them the man's sport, in some cases, requires extra concentration on safety.

"Throughout the program, we continually remind the youngsters," says



gram take aim during weekly session.

Henle, "that a bow is not a toy, but a weapon."

Strict discipline is enforced at all times when the youngsters are shooting, and Henle constantly cautions his charges to "practice these safety rules, and see to it that others practice them, so that all may fully enjoy this wonderful sport."

Standard range safety procedures which center on a series of whistle signals given by the field captain or instructor are followed to the letter. One blast of the whistle designates time to shoot. No archer may walk ahead of the shooting line under any circumstance until two blasts signal the time to retrieve arrows.

The junior program has been a successful adjunct to the many other activities sponsored by Kohler's Senior Archery Club. Comprised of 24 men and eight women, the seniors meet once a week, all year around from 7 to 10 pm.

While they do not select an individual club champion as such, the Senior Club is broken down into four-man teams which compete for the club's championship trophy, and shoot in other club events.

The team concept has made a valuable contribution to the club's operation. Since the idea was adopted, attendance at regular meetings and special tournaments has been greatly increased.

Undoubtedly, the club's remarkable shooting facilities have been a major factor in its success. However, particularly in the case of the outdoor range, club operation of its own facilities always creates the familiar problem: maintenance.

MAINTENANCE SOLVED

Last year, however, the Kohler group hit upon a happy and effective solution. One man is given complete responsibility to maintain one target, from shooting point to target. Each man seems to try to keep his target in as good or better shape than the other 27. The result is that the outdoor course is now in better condition than it has ever been.

Archery's success story at Kohler reflects similar achievements by employee groups throughout the country; a success story that has seen the number of NIRA member companies sponsoring archery programs jump from 16% in 1949 to 28% last year.

ARCHER'S GLOSSARY . . .

ARMGUARD: *a protector, usually of leather, worn on the forearm to guard against injury by the bowstring. Sometimes called bracer.*

ARROW-HOUND: *one who picks up arrows from behind the target.*

BRACE: *to bend a bow, to string a bow.*

CAST: *the distance a bow can shoot an arrow.*

CLOUT SHOOTING: *long distance shooting at large target (clout) marked out on ground with white flag in its centers.*

DRAW-WEIGHT: *scale weight required to draw string back to its proper distance.*

DRAWING FINGERS: *the first three fingers of the drawing hand.*

END: *group of six arrows shot at a target before being retrieved.*

FLIGHT SHOOTING: *competitive shooting for distance only.*

FLIRT: *when arrow suddenly veers from line of correct flight.*

MARK: *object shot at.*

NOCK: *the notch for the bowstring in the end of an arrow; the grooves at the ends of the bow into which the string is slipped.*

QUIVER: *receptacle for arrows. Belt quiver is worn on belt; ground quiver is one that sticks into the ground.*

ROUND: *a definite number of arrows shot at definite distances, such as: American round, Boy Scout, Columbia, York, National, Junior, Team, etc.*

ROVERS: *a game of shooting at random objects at unknown distances. Archer may use different bows and arrows because of various distances.*

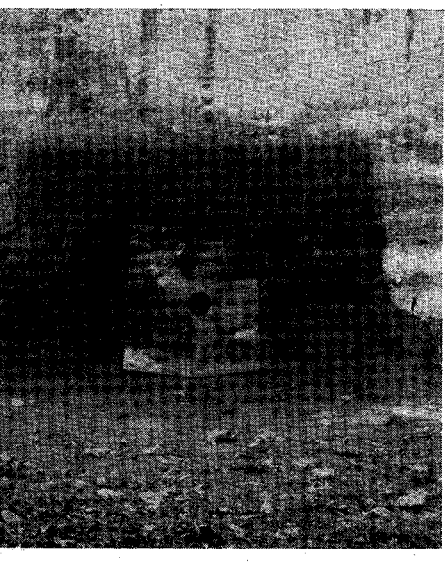
SLASH: *to jerk the fingers from the string in releasing the arrow, causing an inaccurate shot.*

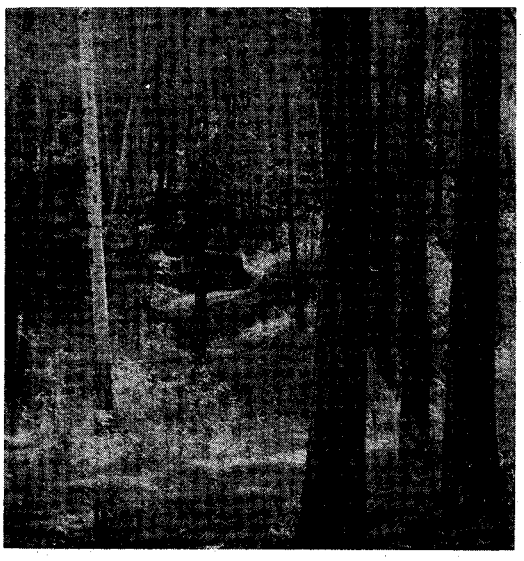
SPINE: *the degree of stiffness and resiliency of an arrow in relation to its size.*

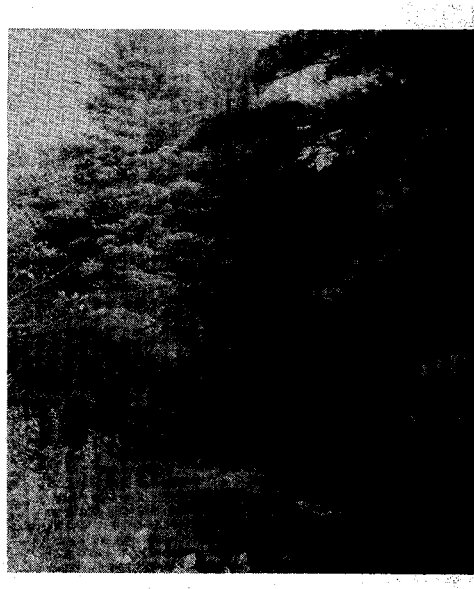
TACKLE: *all the equipment of an archer.*

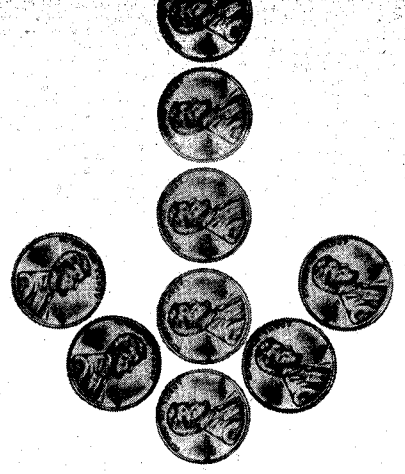
TARGET: *common target face is 48" in diameter. Center circle, colored gold, is 9.6" in diameter, around which are four concentric circles, each 4.8" in width and colored red, blue, black and white respectively. Score value: gold 9, red 7, blue 5, black 3, white 1. Center of target should be 48" from ground.*

KOHLER'S 28 TARGET OUTDOOR RANGE . . . closeup of typical target butt (left) shows use of deer picture target to create atmosphere of reality. Target No. 1 (center) on the rugged Kohler course presents a beautiful, if difficult, challenge for club members. Another target site (right) on the 20-acre outdoor field range.









TIPS

...for party planners

Individual tipping is confusing enough, but what's the policy when you pick up the tip as well as the tab for a large group

by ADA PASKIND KAHN

Charge $10 a couple for a banquet, and the few complaints will be silenced if the program and food are good.

Then, as has been done, ask each man to cough up another $1.50 for a tip, and you've really got trouble.

When you compute the per person charge for any activity, always figure the tip. The custom has become universal and shouldn't be overlooked.

The word "tip" was coined as an abbreviated form of the phrase "to insure promptness," but now has come to mean, in most cases, a sum given out of appreciation for services rendered.

When individuals engage the services of a taxi driver, maid, or waitress in a restaurant, the tip is determined and given by the individual. However, when you contract for services for a group of employees or guests and want all the charges prepaid, tips should be predetermined and included in your overall cost figure.

Prepaying gratuities helps to avoid extra time, fumbling in pockets and needless embarrassment among guests. It is an "extra" you can provide for your guests that will make their outing just a little easier and pleasanter.

BANQUETS AND LUNCHEONS

How much should you figure on for various activities? Banquets and luncheons seem to be the most frequent industrial activities where questions on tipping arise.

As a general rule in hotels and restaurants, 13% of the per plate food cost can be included as a tip for the waitresses serving the party. In some instances this amount goes up to 15%, but can be determined by discussing it with the catering manager.

The amount of the gratuity can be paid to the manager of the restaurant or hotel's facilities along with the charges for the food, and will later be turned over to the waiters or waitresses involved in serving the party.

If the dinner party is to use checkroom facilities, another 25¢ per person should be included to cover the gratuity for the checkroom attendant. If the restaurant or hotel maintains attendants in the washrooms, 10¢ to 15¢ should be included for each person. This amount can also be prepaid or paid along with the entire bill after the activity, so that guests will not feel obligated to tip the attendants individually.

COCKTAIL PARTIES

For cocktail parties, where buffet tables are set up with hors d'oeuvres, a 10% gratuity should be added to the check. This amount will be divided among the bartender and others who assisted with the preparation of the table. Even though there is little service rendered by waitresses during the party itself, the gratuity should be given out of appreciation of the attractive arrangement of the facilities and the comfort of the surroundings made possible by the employees beforehand.

TOURS

Group tours also involve tips which should be figured in your overall cost, whether the tour is a day long sightseeing trip for out of town visitors in your city, or a group of employees going to Europe together.

The generally accepted amount of a tip to be given to tour guides is 10% of the cost of each person's tour, or bus seat, as the case may be. In most city sightseeing buses the driver and guide are the same person, but where there is a driver and a guide, this amount usually is split between the two. A gratuity can be included in your prepayment for the tour, or a check sent to the tour office afterward to be distributed among the drivers and guides.

GOLF

Golf outings present further questions on tipping when the company plans to pay for all of the day's expenses.

If caddies are to be used, 50¢ should be added to each boy's charge for the day. If there is a locker room attendant who provides a towel for use with a shower, 25¢ should be included for each person who will use his facilities. If lunch or dinner is served during the day, 10% of the check should be added for the waitresses. At most golf clubs, 10% is also the rule for serving drinks.

In case of rain, when the party remains indoors to play cards and games, and a porter is called upon to serve drinks, obtain cigarettes or perform other miscellaneous services; 10% of the total tab is the usual gratuity.

Other instances may arise in a company's recreation program when the director wishes to include all gratuities in a prepayment. Usually these amounts can be ascertained by asking the person arranging the activity. Practices vary under different circumstances, and all who provide services will gladly discuss the accepted manner of tipping with you when you make your arrangements.

A word of caution: for services such as hat check or washroom in which the tipping habit is strong, guests should know the policy.

RESEARCH REPORT, from page 12

tion of a recreation program to develop understanding or merely to help create a receptive attitude toward company policy?

	Company A	Company B	Company C	Company D
Agree	28%	11%	12%	18%
Disagree	32	31	32	35
Undecided	40	58	56	47

Production. *Active participants in industrial recreation programs are usually the most dependable and productive workers.* Total response shows that most employees are either undecided or feel that active participants do not necessarily make the best workers. This type of question, however, can hardly be answered without prejudice. Quite naturally, the majority of recreation participants agreed with the statement.

	Company A	Company B	Company C	Company D
Agree	20%	17%	22%	35%
Disagree	29	28	28	37
Undecided	51	55	50	28

Cooperation. *The recreation program of my company brings about better understanding and greater cooperation between the employees and the various levels of management people when they all participate together.* The results provide a surprisingly strong endorsement for management participation in employee recreation programs.

	Company A	Company B	Company C	Company D
Agree	66%	47%	39%	52%
Disagree	6	7	11	12
Undecided	28	46	50	36

Recruitment. *The company's recreation program attracts good prospective employees to the company.* While most employees are either undecided or disagree, it is significant that the employees at Company A, which has the best of the four programs studied, generally agree with the statement.

	Company A	Company B	Company C	Company D
Agree	38%	13%	7%	9%
Disagree	25	30	35	44
Undecided	47	57	58	47

Community Relations. *People in the community like the company better because of its recreation program.* Lukewarm response probably results from the fact that this is not generally regarded as an employee problem, but is of direct concern only to management. Program quality is also a decisive factor, since, again, only Company A employees (72% of those who made a decision) agreed with the statement.

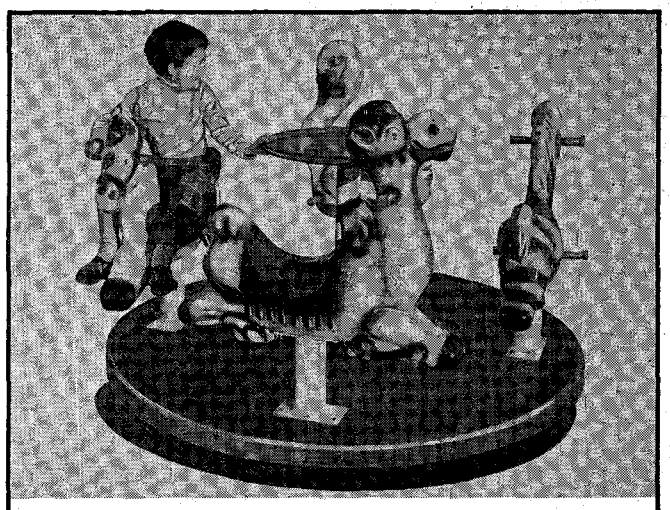
	Company A	Company B	Company C	Company D
Agree	36%	19%	11%	24%
Disagree	14	22	23	28
Undecided	50	59	66	48

Family Happiness. *Employee family participation in the company's recreation program adds to the happiness of the employee and his family.* Strong affirmative response indicates that industrial recreation is successfully fulfilling one of its most important functions. This widespread agreement is especially interesting since Company B has very little and Company C has no provisions for family activity.

While these pilot study findings are by no means conclusive, they have paved the way for more extensive research efforts. By refining the techniques and methods used in the pilot study, future researchers will develop certain standards or "yardsticks" by which management will be able to measure the intangible benefits of industrial recreation programs.

	Company A	Company B	Company C	Company D
Agree	67%	35%	33%	75%
Disagree	5	12	15	3
Undecided	28	53	52	22

NEXT MONTH: Employee Attitudes Toward Specific Aspects of Industrial Recreation Programs



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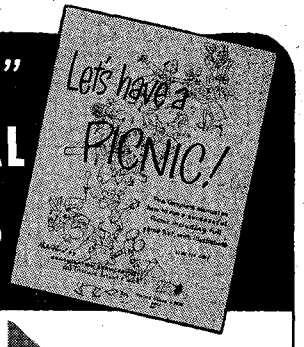
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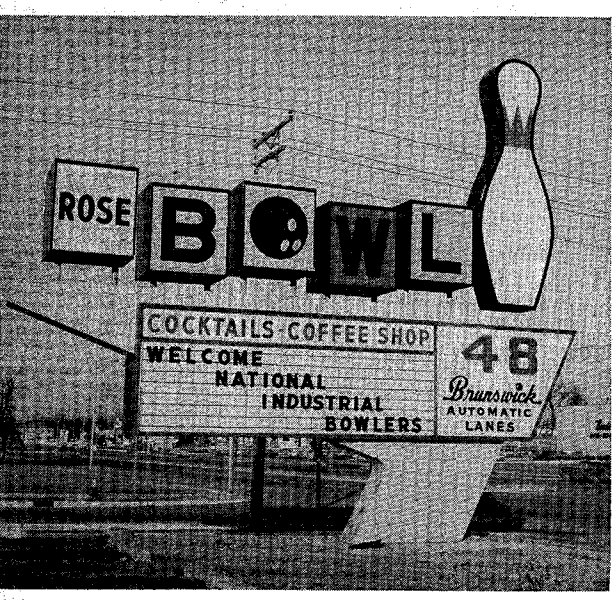
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NIRA Bowlers

SET 'EM UP IN MILWAUKEE

Industry teams, individuals roll off in NIRA's 14th annual national tournament, March 25-26

The welcome sign (see photo) is already out for industrial bowlers at Milwaukee's 48-lane Rose Bowl, site of this year's 14th annual National Industrial Bowling Tournament.

Co-sponsored with NIRA by the Allis-Chalmers Mfg. Co., the meet, which will be held on the weekend of March 25-26, is expected to draw a record field of 96 industrial teams.

For the first time, competition will be open in two divisions: Open (scratch) and Industrial (875 maximum team average). Formerly, all team entries were restricted to a maximum 940 average.

Individuals will not be classified in divisions, but will use the scores rolled in team competition to qualify for a host of outstanding merchandise prizes.

Top prize for individual high total is an RCA Whirlpool Supreme portable dishwasher. Donated by the Whirlpool Corp., the Supreme has a capacity for 12 full place settings plus 40 additional pieces of silverware.

Individuals competing in the tournament also have the option of entering a voluntary singles event for cash prizes.

Another change shortens the tournament format from the traditional nine games to eight games. This allows more travel time to and from the tournament site and leaves Saturday night open for an informal buffet and reception for bowlers.

ELIGIBILITY RULES

Entry fee is $40 per team to cover bowling fees, prizes and trophies and administrative expenses. Companies may enter two teams from each of their plant locations. NIRA membership is not required. However, each bowler must be a bona fide employee of the company he represents.

Complete rules and entries have been mailed to all NIRA members and past tournament participants. Additional copies may be obtained by writing NIRA headquarters in Chicago.

Sanctioned by the American Bowling Congress, the tournament requires all male entrants to be ABC members and to present their membership cards prior to their scheduled bowling time. Each team will roll their eight games across 16 lanes.

Originated in 1948 by the Goodyear Tire & Rubber Co., the National Industrial Bowling Tournament normally draws from a seven to nine state Eastern and Midwestern area.

Growth of the tournament is reflected by the company locations of individual champions listed in the box below. Last year marked the first time an Eastern bowler rolled the tournament's high game. Detroit's early domination has long since been ended as more teams from an ever-broadening area have entered the tournament each year.

LAST YEAR'S TOP PRIZE, an RCA Whirlpool Combination was awarded by Whirlpool's Steve Wendelken (l) to IBM's Tom Lent. This year's individual winner will take home a Whirlpool portable dishwasher.



INDIVIDUAL CHAMPS—HIGH GAME

1948	A. Fredericks, Wyandotte Chemical Co., Detroit, Mich.	285
1949	B. Pontone, Hudson Motor Co., Detroit, Mich.	252
1950	K. Haviland, Briggs Beautyware Co., Detroit, Mich.	278
1951	(Tie) J. Hogan, J. Berger, Hudson Motor, Detroit, Mich.	256
1952	J. Hogan, Hudson Motor Co., Detroit, Mich.	259
1953	M. Weber, Hudson Motor Co., Detroit, Mich.	300
1954	E. Secrest, Columbus Coated Fabrics, Columbus, Ohio	259
1955	(Tie) T. Binzen, U. S. Steel Corp., Gary, Ind. R. Kula, Abbott Laboratories, North Chicago, Ill.	247
1956	G. Bailey, Firestone Tire & Rubber Co., Akron, Ohio	269
1957	P. Orto, Ford Motor Engine & Foundry, Dearborn, Mich.	279
1958	G. Brechner, Gary Sheet & Tin, Gary, Ind.	267
1959	R. Morrell, The Budd Company, Gary, Ind.	289
1960	V. Sitter, American Sterilizer Co., Erie, Pa.	279

RM THINGS TO WRITE FOR

Basketball Coach Training Film

A motion picture starring Ohio State's NCAA-championship basketball team has been produced by The Coca-Cola Company as a training vehicle for basketball coaches.

Entitled "Basketball—Fast Break," the film shows how the Ohio State team handles such fast offensive action as the dribble-drive to the basket, the jump shot, the three-man weave down and the rebound.

Shot this year, the 11-minute film is narrated by Ohio State coach Fred Taylor.

"Basketball—Fast Break," available through local Coca-Cola Bottlers, free

Hunting, Fishing Films

Two new 16mm sound, color movies, one on hunting, the other on fishing, are being made available on free loan by Anheuser-Busch through the distribution facilities of Modern Talking Picture Service, Inc.

"Tampa Tarpon Tournament" gives fishermen an exciting 14 minutes of the struggle to land a fighting tarpon.

"Alaska Game Hunt" shows moose, grizzly bear and other big game in the 49th state. Also runs 14 minutes. Both films were produced by World Outdoors, Inc.

Modern Taking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y., free

Ski Lift Specifications

"General Information and Specifications for Roebling T-Bar Ski Lifts and Roebling Chair Lifts" is a unique publication of wide interest and value to anyone faced with the problem of moving skiers uphill.

The engineering bulletin gives complete specifications and other background data plus illustrations for both type lifts.

John A. Roebling's Sons Division, The Colorado Fuel and Iron Corp., 640 S. Broad St., Trenton, 2, N. J., free

Boat Trailer Laws

Conflicting requirements for equipment on boat and other small trailers are confusing motorists who use such equipment, according to a survey by the Outboard Boating Club of America.

The survey, covering all 50 states, was completed recently with results published in the second edition of OBC's "Digest of State Boat Trailer Laws." The booklet lists the many instances of conflicting regulations, not only between states which border one another, but even within a given state.

Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill., free

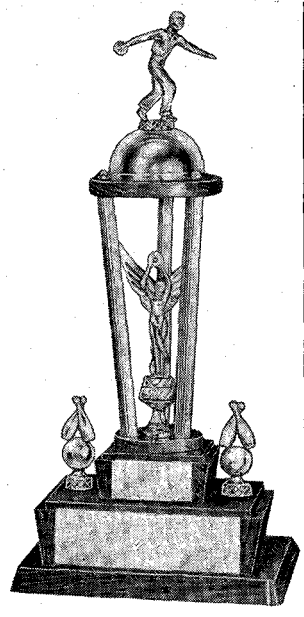
Boating Facilities

House marinas, shoreland reclamation, floating piers, financial benefits that a marina can bring to a community and many more subjects of interest in planning boating facilities is included in the third edition of "Boating Facilities," published by the Outboard Boating Club of America.

Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill., free

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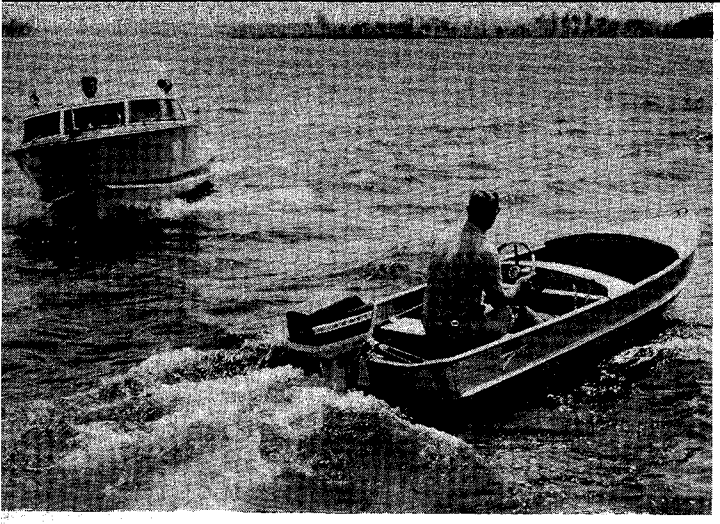
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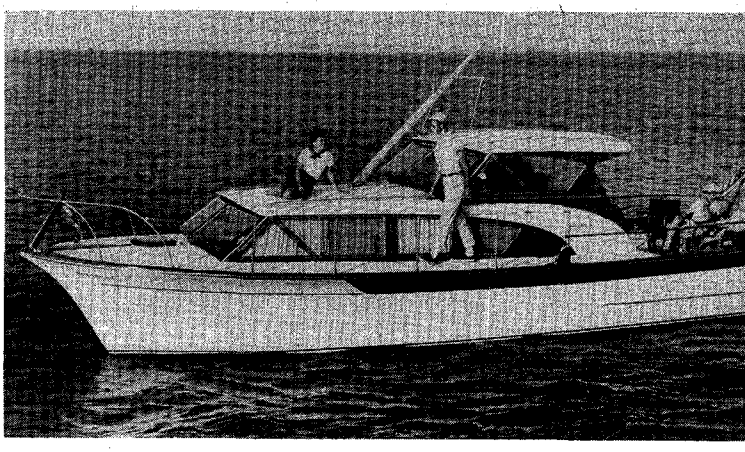
Company_____

Address_____

City_____ State_____

RM-3





HOW TO BUY

Power boats

Where do you want to go, what do you want to do and how much can you pay are the basic factors in choosing a boat

If you're in the market for a power boat, what are the things you should know to "navigate" a good buy?

According to information supplied by the Century Boat Company, your choice of boat should be based on three factors: the amount of money you want to spend—both at the outset and in later maintenance; the kind of waterways available to you; and the purpose to which you want to put your boat.

Of the 7,800,000 recreational boats on all waters in the U. S. during 1959, about 6,400,000 had motors. Buyers in increasing numbers are finding that boating costs have come down and that you can float a power boat loan as easily as you can a car loan. Not only have improved manufacturing techniques brought boats within budget range, but the variety to choose from makes it certain that you will find the boat suited to need and purpose.

Kinds and Costs. *Cruisers* start at 18 ft., 60 horsepower combinations, and can carry you on a weekend jaunt on local waters or extended off shore cruising. There is virtually no limit to the length of cruiser that you may buy, but for all practical purposes, a cruiser in the 25 to 33 feet class is probably your best bet. If the cruiser does not come fully equipped, it can be fitted with complete head and galley—ice box, stove, sink and storage space—as well as sleeping accommodation for two to six people in the cabins of boats up to 33 ft. Price: $2,500 to $20,000.

Runabouts are a compromise between the comfort of a cruiser and a rough-and-ready fishing skiff. Smooth riding and spacious, yet nimble and maneuverable, this "family fun" boat can do speeds up to 50 miles an hour.

Dories are a good bet, if you're interested in an off-shore fishing boat. While short on comfort, these unsheltered 12-18 ft. boats can't be beat for riding the surf and swells beyond. A dory is built to ride best with a heavy load and ranges in horsepower from 15 to 100 h.p. Price: $500. to $2,000.

Key To Your Purchase. In selecting a power boat, you have to consider the water you'll be navigating on. On calm tides a light boat will do, but you'll need a heavier craft if you plan to sail the bounding main. On choppy waters you'll need stability; a boat with plenty of flare to the topsides will keep the spray out. On a placid bay, you may get better speed from a boat with a low, non-resistant silhouette.

Outboard vs Inboard. Outboard power boats cost less to buy and maintain. Inboards will cost you more, but you'll get what you pay for, in comfort and versatility. Except for very shallow and weed-grown waters, your inboard will navigate anywhere, and delivers a smoother, quieter, and more comfortable ride. Finally, it's about 20% easier on fuel than a comparable outboard.

Good Investment. The initial outlay for a boat may seem steep to you, but remember that you're making an investment not only in family recreation, but in dollars and cents. Unlike automobiles, boats don't go out of style: after the first year's depreciation—20 to 25%—your boat, properly maintained, will hold its market value.

Standard Musts. Once you have your boat, what other expenses can you expect? The basic Coast Guard requirements for a Class 1 boat—16 to 26 feet long—call for a whistle, fire extinguisher, red and green bow light, white sternlight, adequate venting devices for inboard motors and adequate life preservers for each passenger aboard. These musts are usually standard equipment on a new boat, but be prepared to part with $50. to $100. if you have to provide them yourself.

An average trailer handling up to an 18-ft. boat costs $200. And you can count on spending between $8. and $10. a foot for May to October dock space. It's best to have your boat hauled ashore for the winter months—another $1.50. for hauling and drydock space.

Helpful Accessories. You can improve performance and increase comfort, convenience and engine life by adding a few accessories.

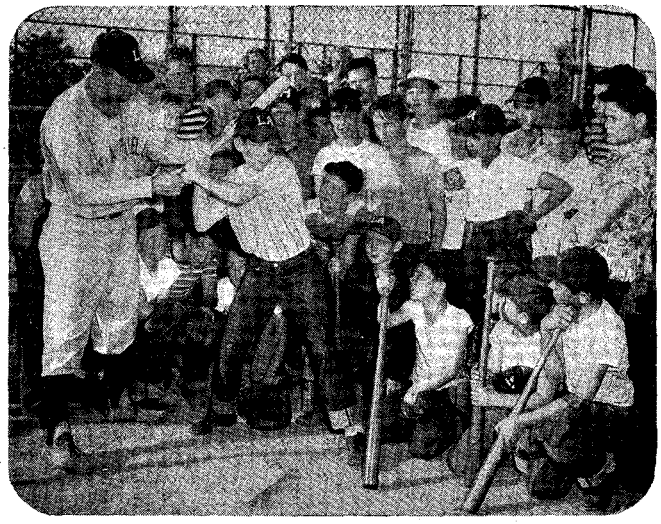
Special "booster" devices and auxiliary fuel pumps help your boat engine to start up quickly after it has been inactive for a long time.

A muffler, designed for size and kind of boat and engine, will take the roar out of an open exhaust line. This will not only put pleasure back into your boating; it will enable you to hear the whistle signals of other boats in a fog.

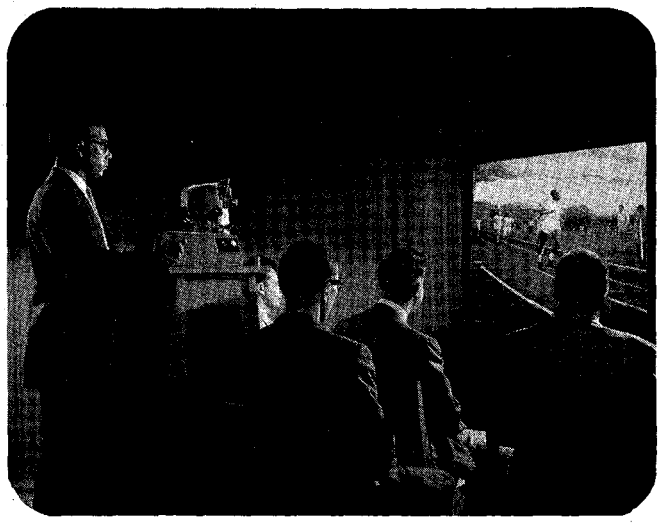
An hour meter serves your boat the way a speedometer does your car: it runs when the boat engine is running and tells you how long the engine has been operating since the last service job.

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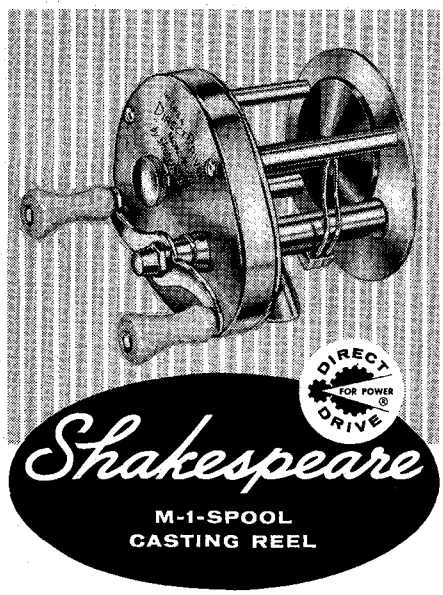
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RM RECREATION ROUNDUP

Still More Travel

To the growing list of employee group tours planned for spring and summer 1961, add:

- California Bank, Los Angeles, to Hawaii; four plans ranging from 11-day jet round-trip to Waikiki Beach, meals extra, $355; to 15-day tour of Oahu and outer islands, American plan, arrive by jet return by steamship, $612.
- Detroit Edison Girls' Club three weeks in nine European countries, jet round-trip, meals, hotel, guides, tips, taxes $985.
- Olin Mathieson Chemical Corp., New Haven, Conn., 17 days in Europe.
- Eastman Kodak Co., Rochester, N. Y., retired employees 32-day, 8,000 mile cross-country railroad trip through 21 cities including New Orleans, Las Vegas, Los Angeles, San Francisco, Denver, Chicago, no meals, $500 includes hotels at stopovers. Two other retirees' trips: one-week to Toronto, Ottawa, Quebec, Montreal; one-week to Washington, D. C. area.
- Grumman's Bethpage Aircraft Tour Club, Bethpage, N. Y., 25-days to 15 European cities, all hotels, meals, tours and gratuities, $698.
- Thompson Ramo Wooldridge, Cleveland, 17-days to Hawaiian islands by jet economy class, hotels, most meals, tours, $850.

Dayton Meet Thrives

A rush of early entries forecasts a record field for the 1961 National Industrial Bowling Tournament sponsored by the Dayton (Ohio) *Journal Herald.*

Harry Zavakos, tournament treasurer, reports that this year's meet should easily attract more than 2,000 entries compared with last year's total of 1,974. While teams from eight states participated last year, representation in this year's event will be expanded to at least 12 states and Canada. Already new entries have been received from New York, New Jersey, Tennessee, West Virginia and Canada.

Teams entering the three-game handicap event will bowl at Dayton's Varsity Lanes on one of nine weekend dates throughout April and May.

To beat the March 27 entry deadline, teams may write or call Harry Zavakos at The Varsity, 625 N. Main St., Dayton 6, Ohio, BAldwin 2-6151 or submit the entry form inserted in this issue. Team entry fee is $35, and all bowlers must be bona fide employees of the company they represent.

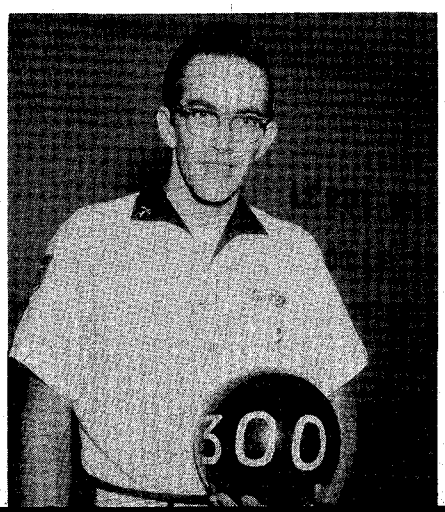
Bowling's Cold War

The verbal battle raging between the American Bowling Congress and the Bowling Proprietors' Association of America could break into open warfare next month when the ABC holds its annual convention in Detroit.

The present struggle for bowling supremacy began last summer when the BPAA passed additional restrictions to its tournament eligibility rule. Now, to be eligible to compete in any event sponsored by the BPAA or any of its local affiliates, a bowler must confine his league and tournament play to BPAA-member establishments.

Believing the rule to be unfair to bowlers, the American Bowling Congress let it be known that they will consider a new sanctioning rule at their forthcoming convention which would

PERFECT GAMES highlight the bowling season at Champion Paper and Fibre Co., Hamilton, Ohio, and IMB Corp., Rochester, Minn. LeRoy Snavely (l) rolled the first 300 in a Champion league since 1951. Roy Jolly (center) Rochester IBM Club president congratulates Roy Quelle who rolled the first perfect game





LOUISVILLE SLUGGER



250B LOUISVILLE SLUGGER "ROCKET" SOFTBALL BAT—ASSORTED OFFICIAL MODELS. A splendid variety of models—answers full team requirements. Turned from select ash and/or hickory; ebony finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds ..... **Each $3.25**



125T LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT—POWERIZED. For heavy hitters—a bottle-shaped model with large barrel, tapering quickly to a medium grip. Turned from select ash; natural white finish. One dozen to carton, 6/33" and 6/34"; shipping weight, 25 pounds..... **Each $3.25**



250C LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—POWERIZED. "Fast-Swing" model for hitting fast pitching. Bottle-shaped—large barrel that quickly tapers to small handle. Turned from select ash and/or hickory; ebony finish. One dozen in carton, 6/31" and 6/32"; shipping weight, 23 pounds..... **Each $3.25**



125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT—POWERIZED. For girl hitters. A small-barreled bat with gradual taper to a small grip. Natural white finish northern white ash. One dozen in carton, 33" length; shipping weight, 20 pounds..... **Each $3.25**



200A LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—POWERIZED. Supplied in assorted softball models. Finished in brown antique. Turned from high-quality ash and/or hickory. One dozen to carton, 31" and 32" lengths; shipping weight, 21 pounds..... **Each $2.90**



102 LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Assorted popular softball models of first quality ash and hickory. Oil Tempered and finished in saddle brown. Packed one dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $2.90**



100SP LOUISVILLE SLUGGER OFFICIAL SLOW-PITCH SOFTBALL BAT. Turned from high quality ash and/or hickory and finished in medium brown. One dozen in carton, 6/31" and 6/32"; shipping weight, 24 pounds ..... **Each $2.90**



100W LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. Assorted popular softball models. Turned from high quality ash and/or hickory. Natural white finish and Oil Tempered. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $2.90**



56 *"It's a Louisville"* OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or hickory. Green zapon grip. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 22 pounds..... **Each $2.20**



54 *"It's a Louisville"* OFFICIAL SOFTBALL BAT. Assorted models turned from ash and hickory. Brown finish and black zapon grip. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $2.20**

LOUISVILLE SLUGGER



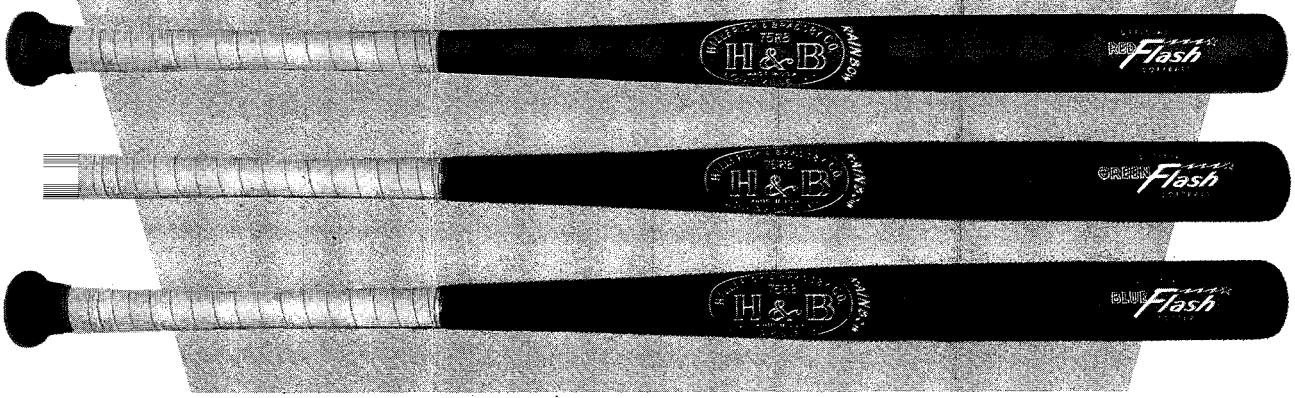
54C ***"It's a Louisville"*** **OFFICIAL SOFTBALL BAT**—Bottle-shaped "Fast Swing" model. Made of ash and hickory, with ebony brown finish. One dozen in carton, 6/31" and 6/32"; shipping weight, 24 pounds..... **Each $2.20**



54L ***"It's a Louisville"*** **OFFICIAL GIRLS' MODEL.** Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 21 pounds..... **Each $2.20**

75 RB RAINBOW ASSORTMENT

75RB H & B RAINBOW ASSORTMENT OF "RED FLASH," "GREEN FLASH" AND "BLUE FLASH" SOFTBALL BATS. An assortment of softball models finished in bright red, green and blue with gold branding. Solid white tape grip. Four bats of each finish to each carton of one dozen, 6/33" and 6/34" lengths; shipping weight, 23 pounds..... **Each $2.50**





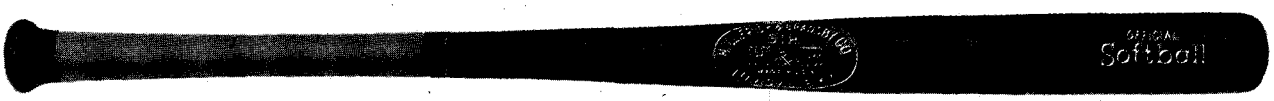
PG-1 ***"It's a Louisville"*** **PLAYGROUND BAT.** Ebony finish. Ash and/or hickory. White tape grip. One dozen in carton, 31" and 32" lengths; shipping weight, 19 pounds..... **Each $2.10**



52H OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory and finished in ebony. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.80**



PG-2 PLAYGROUND BAT. Black finish. Ash and/or hickory. Skip white tape grip. One dozen in carton, 29" and 30" lengths; shipping weight, 22 pounds..... **Each $1.70**



51H OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory; maroon finish and gray zapon grip. Assorted models. One dozen to carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.70**



50 OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.30**

On Softball as in Baseball... One Trademark stands Supreme

LOUISVILLE SLUGGER SOFTBALL

INCLUDING BATS FOR PLAYGROUND AND INDOOR USE



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter, a small-barreled bat with gradual taper to small grip. Finest selection of second-growth ash and/or hickory; antique finish. One dozen to carton, 6/33" and 6/34"; shipping weight, 22 pounds ..... **Each $3.60**



125SP LOUISVILLE SLUGGER "SLOW-PITCH" SOFTBALL BAT—ASSORTED OFFICIAL MODELS. Designed for the rapidly expanding game of slow-pitch softball and the more experienced player preferring a bat with more heft. Antique finish ash and/or hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 26 pounds ..... **Each $3.25**



125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT—POWERIZED. Assortment of popular models packed in carton of one dozen. Turned from select ash and/or hickory. Finished in natural ash-white. Lengths, 6/33" and 6/34"; shipping weight, 22 pounds ..... **Each $3.25**



125B LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT—POWERIZED. A splendid assortment of models that will meet requirements of the various types of hitters. Turned from select ash and/or hickory; maroon finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds ..... **Each $3.25**



125C LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT—POWERIZED. "Fast-Swing" model for hitting fast pitching. Bottle-shaped large barrel that tapers quickly to small grip. Turned from select ash and/or hickory; natural white finish. One dozen to carton, 6/31" and 6/32"; shipping weight, 23 pounds ..... **Each $3.25**

THREE NEW NUMBERS FOR FAST-PITCH SOFTBALL

The bats listed and described below are being introduced into the Louisville Slugger line for 1961. These new numbers, of authorized maximum size, are for those players who wish to use the new size fast-pitch softball bat measuring 2¼" in diameter. A rules change makes the larger bat official for fast-pitch only beginning in the 1961 season.



300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL FAST-PITCH SOFTBALL BAT. Ash and/or hickory timber finished in natural white. White tape grip. One dozen in carton, 6/32" and 6/33" lengths; shipping weight, 22 pounds ..... **Each $3.60**



300B LOUISVILLE SLUGGER "THOR" OFFICIAL FAST-PITCH SOFTBALL BAT. Turned from quality ash and/or hickory, gray antique finish. White tape grip. One dozen in carton, 6/32" and 6/33" lengths; shipping weight, 22 pounds ..... **Each $3.25**



300C LOUISVILLE SLUGGER "MARS" OFFICIAL FAST-PITCH SOFTBALL BAT. Ash and/or hickory finished in ebony. White tape grip. One dozen in carton, 6/32" and 6/33" lengths; shipping weight, 22 pounds ..... **Each $2.90**

LITTLE LEAGUE and Junior

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

WE MAKE THEM RIGHT • PERFORMANCE MAKES THEM FAMOUS



125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Large-size junior bat. Turned from select, open-air-seasoned white ash and hickory. Each carton of one dozen contains approximately half with natural white finish and half with antique finish. Autographs of **Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris,** and **Ted Williams.** Packed 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 21 pounds..... **Each $3.50**



125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER—EBONY FINISH. Large-size junior bat. Turned from select open-air-seasoned timber. Imprinted white tape grip. Autographs of **Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris,** and **Ted Williams.** Lengths, 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 21 pounds..... **Each $3.10**



125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Medium-size junior bat. Turned from select open-air-seasoned ash. Approximately half of the 125J bats have natural finish as shown above; the other half have an ebony finish. Autographs of **Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris,** and **Ted Williams.** Lengths 3/29", 4/30", 3/31", and 2/32". Shipping weight, 20 pounds..... **Each $2.70**



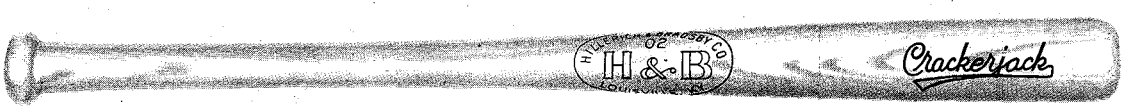
JL LITTLE LEAGUE *"It's a Louisville."* Large-size junior bat with two-tone black barrel and white handle finish. Each bat contains the name of one of these famous hitters: **Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris,** and **Ted Williams.** One dozen in carton, 29" to 32" lengths. Shipping weight, 20 pounds..... **Each $2.30**



J2 LITTLE LEAGUE. Large-size junior bat. Light brown finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris,** and **Ted Williams.** One dozen in carton, 29" to 32" lengths. Shipping weight, 20 pounds..... **Each $1.80**



125K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: **Henry Aaron, Rocky Colavito, Mickey Mantle,** and **Ted Williams.** One dozen in carton, 28" length only. Shipping weight, 15 pounds..... **Each $1.70**



02 CRACKERJACK BAT. Small boy's bat. Golden finish, burn branded. Three dozen in carton, 28" length only. Shipping weight, 45 pounds..... **Each $1.00**

Genuine Autographed

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

1961

LOUISVILLE SLUGGER BASEBALL



WE MAKE THEM RIGHT • PERFORMANCE MAKES THEM FAMOUS



125 GENUINE AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. Turned from choice, open-air-seasoned white ash with natural finish. Authentic autographed models of the twenty sluggers listed below comprise the No. 125 line. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $4.60**

MODELS:

Henry Aaron	Ken Boyer	Al Kaline	Mickey Mantle	Bill Skowron
Richie Ashburn	Orlando Cepeda	Harmon Killebrew	Roger Maris	Duke Snider
Ernie Banks	Rocky Colavito	Ted Kluszewski	Ed Mathews	Gus Triandos
Yogi Berra	Nelson Fox	Harvey Kuenn	Jackie Robinson	Ted Williams

125S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Listed below are the autographed models in the 125S group. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $4.60**

MODELS:

Henry Aaron	Nelson Fox	Mickey Mantle	Jackie Robinson
Yogi Berra	Al Kaline	Roger Maris	Duke Snider
Rocky Colavito	Harmon Killebrew	Ed Mathews	Ted Williams

43 ASH FUNGO—GENUINE LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each carton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds..... **Each $4.60**



125 FLAME TEMPERED—GENUINE AUTOGRAPHED LOUISVILLE SLUGGER. Turned from choice, open-air-seasoned white ash timber. Flame Tempered finish, and burn branded, the same as the bats used by many prominent major league hitters. Packed six authentic autographed models to each carton of one dozen, 4/33", 5/34", and 3/35" lengths. Shipping weight, 26 pounds..... **Each $4.60**

125S FLAME TEMPERED—SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER. (Not illustrated). Quality and finish identical to 125 Flame Tempered above, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $4.60**



150 GRAND SLAM—Turned from select northern white ash timber, natural white finish. Patterned after the original models of the famous sluggers whose names they bear. Six authentic models guaranteed to each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $3.60**

150S SPECIAL GRAND SLAM—(Not illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds..... **Each $3.60**



140S SPECIAL POWER DRIVE. Turned from fine white ash, natural white finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 24 pounds..... **Each $3.10**

Bats for PONY BASEBALL

Numbers 125S, 150S, 140S, and 130S (also the Junior and Little League numbers) are approved for PONY BASEBALL play. These numbers are particularly suitable for players of this age group.

Bats for BABE RUTH LEAGUE

Any baseball bat in the Louisville Slugger line not longer than 34" may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 150S, 140S, and 130S) are particularly suitable for players of this age group.

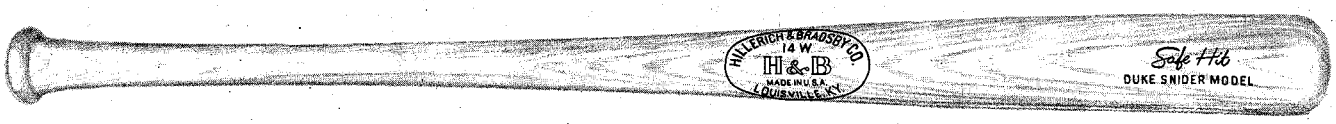
HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KENTUCKY

Also Makers of Grand Slam Golf Clubs

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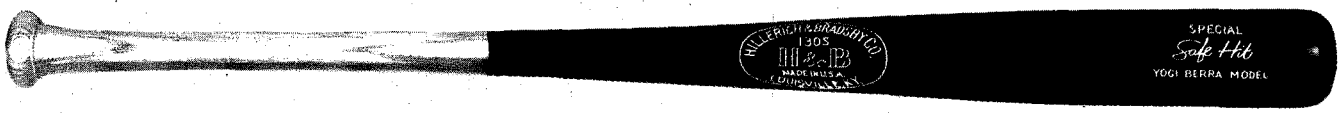
H & B



14W SAFE HIT. Finished in natural ash white and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 32" to 35"; shipping weight, 26 pounds..... **Each $2.70**



11B BIG LEAGUER. Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 26 pounds..... **Each $2.30**



130S SPECIAL SAFE HIT. Turned from ash, with rich dark maroon finish and natural white handle. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 24 pounds..... **Each $2.30**



9 LEADER. Light brown finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight 26 pounds..... **Each $1.80**

THE **New**

LOUISVILLE NO. 500 BAT ASSORTMENT

with 18 Bats
is shipped in a hard hitting
FLOOR DISPLAY CARTON

Contains:

6 BASEBALL BATS—One each of models 125 Antique, 125S Antique, 150S, 140S, 130S and 9.

4 SOFTBALL BATS—One each of models 100W, 54, 52H and 50.

8 LITTLE LEAGUE BATS—Two each of models 125LL, 125J and J2. One each of models 125BB and JL.

All these bats are illustrated under their proper numbers elsewhere in this catalog. Shipping weight, 35 pounds per unit..... $49.60



ATLAS

ATLAS 90 MEN'S IRONS

The stainless head features a power-behind-the-ball oval back design. Low in the heel and high at the toe, the blade is today's concept of the long-popular Scotch type. Furnished with the new ATLAS standard flex* shaft, and Rib Guide leather grip—spiral grooved and perforated.

Available also in left-hand, but with LEVELUME chrome-plated head—not stainless—with concave Arch Flange back.

**Available also in 39" length with stiff ATLAS shaft—and grip slightly larger than standard.*

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$202.50
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	180.00
Set of 5 (3, 5, 7, 9, Putter)	112.50
Individual clubs including Putter, Pitching Wedge, Wedge	22.50

ATLAS 90C MEN'S IRONS

Identical to ATLAS 90 except head is fine carbon steel—not stainless—and LEVELUME plated.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$180.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	160.00
Set of 5 (3, 5, 7, 9, Putter)	100.00
Individual clubs including Putter, Pitching Wedge, Wedge	20.00

ATLAS 95 MEN'S WOODS

The gracefully designed head is large with a deep face. Finished Walnut and embellished by a plastic back (except No. 5 wood which has brass back) and fibre face insert. Has H&B's own ATLAS standard flex* shaft, with its uniform action and dependable performance. Rib Guide grip is two-tone leather—spiral grooved and perforated.

ATLAS 95 available also in left-hand, but without plastic back. (No. 5 wood not available).

**Available also in 43½" length with stiff ATLAS shaft and with grip slightly larger than standard.*

Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5)	$150.00
Set of 4 (Driver, Brassie, Spoon, Cleek)	120.00
Set of 3 (Driver, Brassie, Spoon)	90.00
Individual clubs	30.00



GRAND SLAM Golf Clubs

PERSIMMON HEADS—Known through the ages for its hardness, strength, and surpassing beauty, genuine Persimmon—the American Ebony—is the proven wood for the finest golf club heads.

ENDURO STAINLESS STEEL is "The premier metal for iron golf heads". Stainless is STRONG, TOUGH and RESILIENT!—It resists scuffing, scratching, and denting. Stainless is EASY TO CLEAN—and easy to keep clean . . . can always be re-polished to new-like finish.

THOR

THOR 85 MEN'S WOODS

The deep-faced, powerful Persimmon head of THOR 85 is a splendid example of modern design. The shaft is the THOR pattern, noted for its fine quality and "feel". Fine leather grip with built-in Rib Guide feature is spiral-grooved and perforated.

Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5)	$112.50
Set of 4 (Driver, Brassie, Spoon, Cleek)	90.00
Set of 3 (Driver, Brassie, Spoon)	67.50
Individual clubs	22.50

THOR 80 MEN'S IRONS

Head is LEVELUME plated and has the new heavy Crescent Flange back—designed to get the ball up quickly. The THOR pattern shaft is noted for its fine quality and "feel". Grip is spiral-grooved leather with built-in Rib Guide feature.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$139.50
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	124.00
Set of 5 (3, 5, 7, 9, Putter)	77.50
Individual clubs including Putter, Pitching Wedge, Wedge	15.50



THOR AND VENUS MODELS HAVE SAME HEAD STYLING AND FINISH

VENUS

VENUS 65 LADIES' WOODS

Persimmon head has medium deep face. The No. 5 wood has a brass back. Shaft is the THOR pattern—Ladies' flex—noted for its fine quality and action. Leather spiral-grooved grip has built-in Rib Guide feature. Available also in left-hand except for the No. 5 wood.

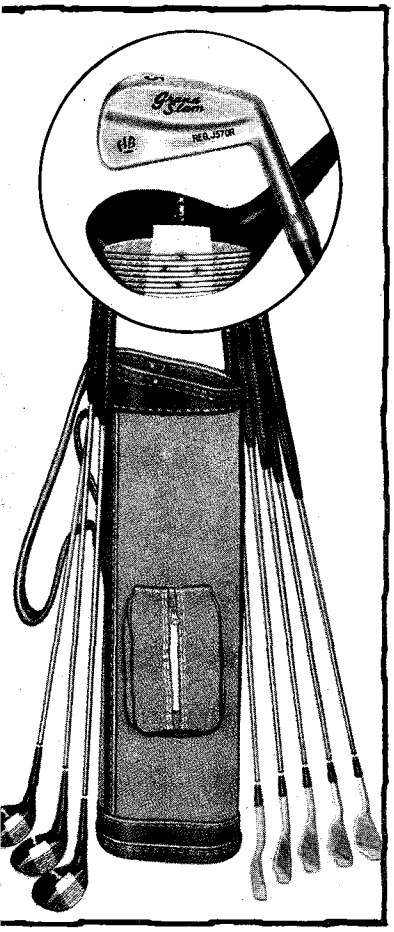
Set of 5 (Driver, Brassie, Spoon, Cleek, No. 5 Wood)	$112.50
Set of 4 (Driver, Brassie, Spoon, Cleek)	90.00
Set of 3 (Driver, Brassie, Spoon)	67.50
Individual clubs	22.50

VENUS 60 LADIES' IRONS

Combines all the qualities essential to a truly fine iron. The LEVELUME-plated head has the new, heavy Crescent Flange back—designed to get the ball up quickly. Shaft is the THOR pattern, Ladies' flex. Fine leather grip with built-in Rib Guide feature. Available also in left-hand—with concave Arch Flange.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter)	$139.50
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9)	124.00
Set of 5 (3, 5, 7, 9, Putter)	77.50
Individual clubs including Putter, Wedge	15.50

HILLERICH & BRADSBY CO. INC., LOUISVILLE, KY. Made by the Makers of Famous Louisville Slugger Bats



JUNIOR OUTFIT

omposed of Brassie, No. 3 iron, No. 5 on, Putter, and bag. No other combi- ation of Junior items is available in this utfit $44.00

JUNIOR GRAND SLAMS

unior Grand Slams are of excellent quality nd construction and are designed espe- ially to meet the particular requirements f young golfers. RIGHT HAND ONLY.

Woods have genuine Persimmon heads of nedium size and depth. Special Junior haft. Attractive Mahogany metallic finish vith red Rib Lock grip.

et of 3 WOODS (Driver 39", Brassie 8½", Spoon 38") $39.00
ndividual clubs 13.00

ron heads are LEVELUME plated with yramid Flange back. Special Junior shaft vith Rib Lock grip.

et of 5 IRONS (3-35", 5-34", 7-33", -32½", Putter-31½") $45.00
ndividual clubs 9.00

RIB GUIDE GRIPS • The grips of all Grand Slam woods and irons have the popular RIB GUIDE built in. This very useful feature — a rib that runs down the back of the grip — has a comfortable feel and helps to guide the hands and fingers into proper gripping position.

ENGTHS OF ALL MODELS • Men's oods based on 42½" and 43" driver, xcept MARS 75 and left hand woods, hich are available in 43" only. Ladies' oods are based on 41½" driver. Men's ons match 38½" No. 2 iron. Ladies' ons match 37½" No. 2 iron.

MARS 75 MEN'S WOODS

Turned from genuine air-seasoned Persimmon, the large, strong head of MARS 75 has an attractive Mahogany metallic finish. Equipped with the MARS shaft, and two-tone red-and-black leather Rib Guide grip. Available also in left-hand.

Set of 4 (Driver, Brassie, Spoon, Cleek) $60.00
Set of 3 (Driver, Brassie, Spoon) 45.00
Individual clubs 15.00

MARS 70 MEN'S IRONS

A sterling performer at a very reasonable cost. LEVELUME-plated, the head has the conservative center-powered Arch Flange back. Equipped with the MARS shaft, and leather grip. Available also in left-hand—with wide, straight flange back.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter) $90.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9) 80.00
Set of 5 (3, 5, 7, 9, Putter) 50.00
Individual clubs including Putter, Wedge 10.00

TROY 55 LADIES' WOODS

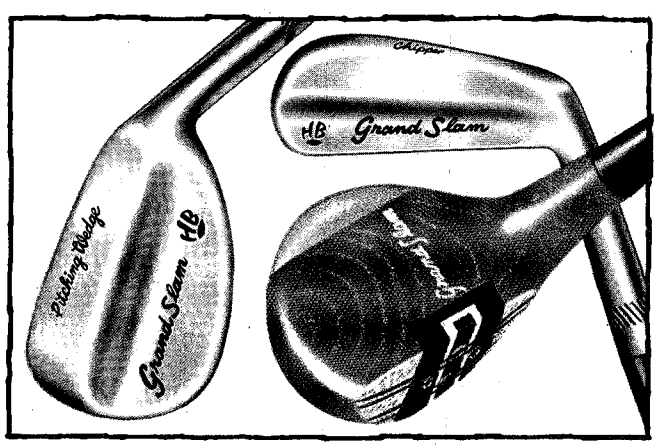
The large genuine Persimmon head has an attractive Mahogany metallic finish. Equipped with the MARS shaft—Ladies' pattern—and two-tone leather Rib Guide grip.

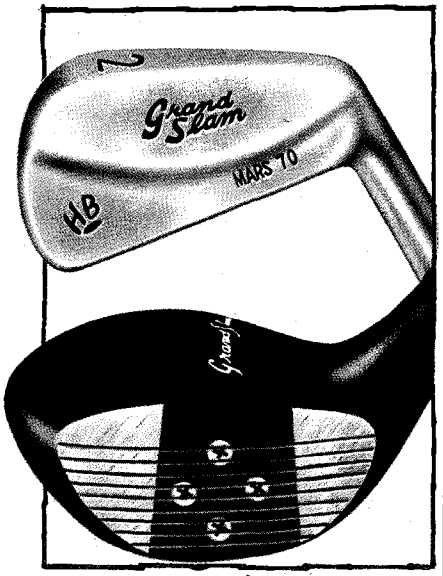
Set of 4 (Driver, Brassie, Spoon, Cleek) $60.00
Set of 3 (Driver, Brassie, Spoon) 45.00
Individual clubs 15.00

TROY 50 LADIES' IRONS

A sterling performer, the LEVELUME plated head has the Arch Flange back, where the weight is center powered. Equipped with the MARS shaft—Ladies' pattern—and two-tone leather grip.

Set of 9 (2, 3, 4, 5, 6, 7, 8, 9, Putter) $90.00
Set of 8 (2, 3, 4, 5, 6, 7, 8, 9) 80.00
Set of 5 (3, 5, 7, 9, Putter) 50.00
Individual clubs including Putter, Wedge 10.00





THE HEAD DESIGNS OF THE TROY 50 IRONS AND THE TROY 55 WOODS ARE THE SAME AS THE MARS 70 AND 75 RESPECTIVELY.

LEVELUME PLATING, the finest possible plating for iron golf heads, is the latest feature that's been added to the excellence of Grand Slam iron clubs. LEVELUME is a heavy, bright, nickel chrome and is more corrosive-resistant than any other plating — it has a smooth, neat, handsome look and it's long-lasting!

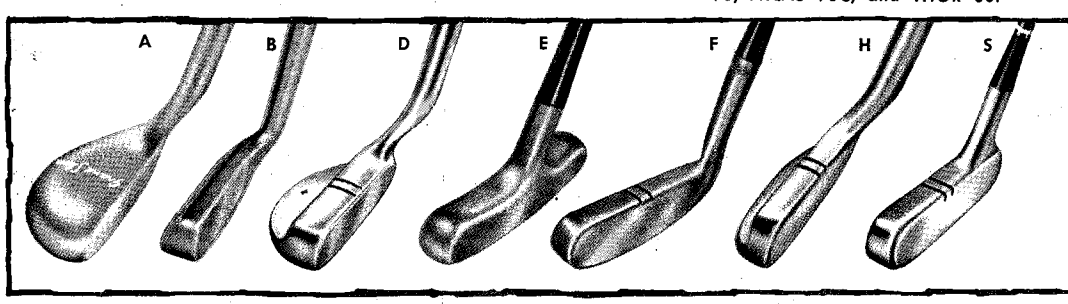
AUXILIARY CLUBS

SUPER CLEEK (Special No. 5 Wood)—Small, pear-shaped head with shallow face and with several degrees more loft than a standard No. 4 wood. Genuine Persimmon head with brass back. French Walnut finish. Standard flex ATLAS shaft. Black perforated leather Rib Guide grip. Right-hand only. Men's specifications. 41½" length only $30.00

CHIPPER—This handy approach iron was designed expressly for run-up shots. Same length as putter, has upright lie and slightly lofted face. LEVELUME chrome-plated flange sole head with shallow blade. THOR pattern shaft. Rib Guide leather grip $15.50

PITCHING WEDGE—A very effective club for pitching to the green. Deep, lofted (more than No. 9 iron) head with wide sole . . . LEVELUME plating on head. Rib Guide grip. Right-hand only. Men's specifications only $15.50

No. 1 irons are available in right-hand only—and only in models ATLAS 90, ATLAS 90C, and THOR 80.



SPECIAL PUTTERS

All special putters equipped with quality chrome-plated shafts.

MODEL A—Aluminum mallet-type head of shallow depth with offset neck, Rib Guide leather grip—fancy perforated and spiral-grooved—flat on top side. Right-hand only $15.50

MODEL B—Bronze head of shallow depth, wide top edge with wide bevel and slanting back to wide sole. Very long hozel. Fancy perforated, spiral grooved Rib Guide leather grip that is flat on top side. Right-hand only $15.50

MODEL D—Bronze head—with bright LEVELUME plating except for face—of mallet type; shallow depth and gooseneck. Fancy perforated Rib Guide grip that is flat on top side—spiral grooved. Right-hand only $15.50

MODEL E—Shallow bronze head with shallow, thick, two-way "rocker" blade—for right or left-handed golfers. Equipped with red rubber, pistol-style grip—flat on top side $15.50

MODEL F—Short, shallow, wide bronze blade with gooseneck offset. Equipped with red rubber, pistol-style grip—flat on top side. Right-hand only $15.50

MODEL H—Steel head with LEVELUME chrome finish. Shallow, thick blade with wide top edge and very wide flange sole—gooseneck. Leather Rib Guide grip, flat on top side, fancy perforated and with spiral grooving. Right-hand only $15.50

MODEL S "TWO WAY" — Shallow steel head — unbuffed LEVELUME plating—with wide top edge and designed so that it might be used by either right or left-handed golfers. Fancy perforated Rib Guide leather grip—flat on top side—with spiral grooving $15.50

in effect nullify the BPAA rule. If passed, the ABC would deny sanctions to any league or tournament based on full observance of BPAA eligibility requirements.

However, the proprietors refused to back down and, at their mid-winter board meeting in January, concluded that the ABC proposal was not only unfair, but would also be illegal. If the proposal is adopted at the ABC convention, the BPAA has threatened to file suit in Federal Court to enjoin the ABC from enforcing the rule and the ABC sanctioning system.

To prove their seriousness, the BPAA also appointed a special committee to study methods of setting up their own sanctioning system, establishment inspection, equipment testing and quality control—all are ABC functions.

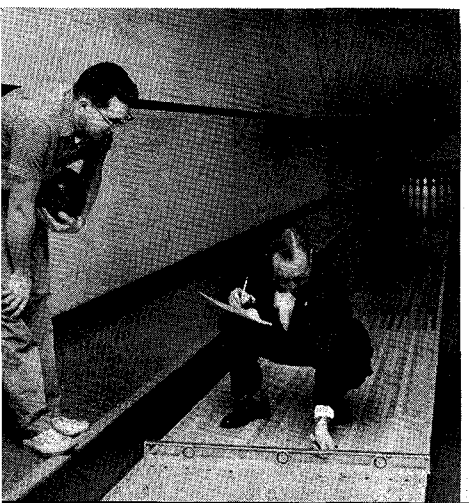
Industrial Slow Pitch Rules

Meeting in Cleveland, Jan. 25-28 for their annual meeting, the Amateur Softball Association's Commissioners Council clarified the following rules governing play in the ASA's Industrial Slow Pitch Championships:

- Each company team may carry 20 players all of whom must be employed by the company they represent.
- No team may "pick-up" players for the national championships.
- All players on the same team must wear identical uniforms.
- Official tournament entry forms must be signed by an ASA Commissioner and an official of the company represented.

Other business included selecting the sites for 1961 ASA tournaments: Men's Fast Pitch, Clearwater, Fla., Sept. 15-24; Women's Fast Pitch, Portland, Ore., Aug. 25-Sept. 2; Industrial Slow Pitch, Toledo, Ohio, Sept. 1-4; Open Slow Pitch, Louisville, Ky., Sept. 1-4.

in the IBM league's 25-year history. L. R. Benson (r), Rochester Bowling Assn. secretary, checks the lanes to certify Quelle's achievement.



There's "good will" sewn right into...

General Uniforms

If you measure the success of your athletic program in terms of the "good will" it creates . . . you'll find that it pays to outfit your teams with GENERAL uniforms.

Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

Your local sports dealer will be glad to show you the wide selection of styles, materials and colors that are available. Ask him about GENERAL uniforms today!



GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio

EUROPE HAWAII EUROPE

1961 Jet Vacation Programs

- **Fly KLM-PAN AMERICAN-UNITED Scheduled Jet Airliners**
- **No eligibility requirements**
- **Weekly departures starting Saturday June 17.**

Plan A — $699* p.p. — 16 days North & Central Europe
Plan B — $799* p.p. — 22 days Grand Europe
Plan C — $759* p.p. — 16 days South & Central Europe
Plan D — $549* p.p. — 15 days Hawaii & West Coast

** Prices are all-inclusive.*

Tour Arrangements by Blue Cars, Inc.

SEND NOW FOR A SAMPLE BROCHURE
Fill in and mail the coupon to:

EDWARD KRONES ENTERPRISES, INC.
509 Fifth Avenue
New York 17, N. Y.

name.....
firm name.....
title.....
address..... **city**..... **state**.....

"...the more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do"—Disraeli

National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.

Sports Trends

To predict which phases of a company sports program will enjoy increased participation in 1961, the National Sporting Goods Assn.'s "Trends in the Sporting Goods Market" may be helpful. While expecting increases in consumer purchases of all items, the report estimates the largest sales increases in tents 13%, gym equipment 11%, winter sports gear 10%, playground equipment 8.8%, pleasure boats and equipment 8.7%, baseball goods 8.2%.

NIBL Drops "Industrial"

At a special session in Las Vegas, Nev., Feb. 11, officials of the National Industrial Basketball League voted to drop the word "Industrial" from the league title.

Effective immediately, the amateur loop will be known simply as the National Basketball League, not to be confused with the professionals' National Basketball Assn.

No reason was given for the change, however, only three of the league's present six teams could be classified as "industrial:" Akron Goodyear Wingfoots, Bartlesville Phillips 66ers and Denver D-C Truckers. The other three, Cleveland Pipers, New York Tuck Tapers and Seattle Buchan Bakers do not restrict themselves to "employee" players.

The League also reelected George J. Kolowich, Jr., president of Denver Chicago Trucking Co., to his third term as NBL president; named Chuck Bloedorn, recreation director at Goodyear Tire & Rubber Co., as vice-president; and retained Warren Womble, activities manager, Caterpillar Tractor Co., as executive director.

Cash for Shooting Promotion

Three cash awards totalling $1,800 have been set aside for the winners of *Field & Stream* magazine's shooting promotion contest.

Prizes of $1,000, $500 and $300 will be awarded to those promotion minded individuals who have done the most in behalf of shooting at the local level, who have activated programs for new ranges or established rifle and shotgun clubs, who have led in the battle against unduly restrictive fire-arms legislation, or have worked the hardest to provide places for youth training in sporting arms.

The entry, in the form of a 500-word letter of nomination, is to be submitted by those who benefit by the individual's effort and forwarded to *Field & Stream* Editor Hugh Grey by April 15. The letter should detail just what the local leader accomplished and how he went about it. Ten plaques will be awarded for honorable mention.

SKF Sells "Plus" Factor

SKF Industries, Inc., a leading ball and roller bearings manufacturer in Philadelphia, Pa., believes strongly enough in its employee relations program to use it as a selling point to customers.

In an eight-page brochure, SKF emphasizes the importance of human talent, knowledge, enthusiasm and drive in producing SKF products. The

new! ...and tailored to fit a modern industrial recreation program!

Happiness Travel Service announces its "Plan-It-Yourself" Group Vacation Program, a revolutionary idea that allows a vacation group to pick the number of days it wants, the kind of activities it wants, and—presto—create its ***very own vacation package.***

Happiness Travel Service is offering to every executive concerned with industrial recreation a complete kit describing this new vacation program. It's yours for the asking, and well worth your while.

It will be sent to you merely by calling or writing
Ben Getzoff, Group Division,
Happiness Travel Service,
6 East Monroe Street, Chicago,
STate 2-4900.



"SPLIT PERSONALITIES", bowling cartoons enlivened a 1961 novelty calendar produced by Osborne-Kemper-Thomas, Inc., Cincinnati 6, Ohio, for advertising purposes. Osborne-Kemper-Thomas also produces a number of other humorous and business calendars, booklets, gifts, specialties and greeting cards.

firm assures customers that they get a "plus" factor because SKF employees are better informed, get more education, have more incentive, set safety records, are community minded, stay active and healthy and are better trained.

SKF supports each of these claims with a brief summary of the company's program and accomplishments in each of the employee service areas, including the firm's recreation program which produces customer benefits "because you know SKF encourages the all-around man and woman . . . the kind that make a company well-rounded and dependable."

Shirt Makers Seek Sponsors

The newly formed Bowling Apparel Manufacturers of America have announced a long-range, multi-phase program to increase greatly the number of sponsored bowling teams and to encourage more manufacturing and retail establishments to serve as sponsors.

As a part of this program, BAM will distribute nearly one million streamers for window and wall display urging bowlers to "Back Your Backers." The group will also provide several thousand certificates which team captains will be asked to present to their team sponsors as a symbol of recognition.

Other projects undertaken by the new organization include standardizing a modified U. S. Savings Bond award program for high scores and a "Seal of Quality" program to assure that all members' products and advertising meet certain standards of quality, thus safeguarding the consumer and strengthening the reputation of BAM members.

Members of the new national organization are: Air Flo Sportswear, Inc.; Crown Prince, Inc.; George London Corp.; Hilton Bowling Shirt Co.; Munsingwear Corp.; Nast Bowling Shirt Co.; and Swingster Bowling Shirt Co.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



Northwest Airlines Sportsmen's Association was organized in 1954 by a group of conservation-minded employees. The club's interests expanded over the years and now include rifle, pistol and shotgun shooting, hunting, fishing and archery, as well as conservation.

In addition to providing recreational shooting facilities for Northwest Orient Airlines employees, the club takes a vital interest in public service projects. Some recent examples have been participation in NRA's nationwide "Hunter Sighting-In Day" and conducting junior marksmanship training courses. The club also makes its range available to members of law enforcement and civil defense agencies.

NRA is proud of its association with Northwest Orient Airlines and salutes both the company and its employee gun club.

NORTHWEST AIRLINES SPORTSMEN'S ASSOCIATION

ST. PAUL, MINNESOTA

Sponsored by
NORTHWEST ORIENT AIRLINES

CLUB OFFICERS

Harold R. Vlaar . . . . . President
Howard L. Kanis . . . . . Vice President
Daniel A. Gohl . . . . . Secretary
Roy D. Hallgren . . . . . Treasurer
Sheldon A. Stafford . . . . . Executive Officer
Edwin C. Johnson . . . . . Club Instructor

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company may sponsor an NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



The FAVORITE STOVE for COOK-OUTS in YOUR PARKS

YOU'LL LIKE:
- Low Installation Cost
- Easy Removal of Body for Storage
- Padlocks to Post
- Quick Ash Removal from Either End

PATRONS LIKE:
- Large 15" x 22" Actual Cooking Surface
- Positive Draft Control
- Wide Utensil Shelves
- Swivel Mounted Body

Send for complete specifications and prices

HANCOCK IRON WORKS

60 W. Pike Street, Pontiac, Michigan

CLASSIFIED

RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

HELP WANTED

Male, unattached, between ages 35-55. Salary $3,600 plus full maintenance to start. Right person can eventually assume major responsibility operation of home for aging blind. Must have good background of recreation or related experience in institutional or agency setting. Permanent position, fringe benefits. Burrwood Industrial Home for the Blind, Arthur E. Copeland, Director, Cold Spring Harbor, Long Island, N. Y.

POSITIONS WANTED

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience. CP25—RECREATION MANAGEMENT

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo. CP30—RECREATION MANAGEMENT

TABLE TENNIS Do you know whether your players are using a legal serve and a legal bat? How much do you really know about one of the greatest carry-over sports? Be in the know. Send for "Table Tennis for You"—10c
UNITED STATES TABLE TENNIS ASSOCIATION
1031 Jackson St., St. Charles Mo.

RM RECREATION READING

Playgrounds

PLAYGROUNDS: THEIR ADMINISTRATION AND OPERATION, third edition, George D. Butler, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 513 pages, $7

Completely revised and newly illustrated, this standard guide covers every topic that can contribute to improved planning and administration of playground programs.

Outstanding features include current thinking on playground function, design, equipment and maintenance; classified activities for all seasons of the year; guidance on administrative and operating policies; and suggestions for making use of volunteer leaders.

Leisure, Psychoanalyzed

LEISURE IN AMERICA: A SOCIAL INQUIRY, Max Kaplan, John Wiley & Sons, Inc., 440 Park Ave. South, New York 16, N. Y., 350 pages, $7.50

As viewed by the author, leisure is no longer a "peripheral phenomenon, extracurricular to life and its value systems." Rather, leisure's "social and psychological roots arise from the culture; the criteria of its judgment are imbedded in the culture; indeed, what people do in time free of commitment to work is a valuable clue to the directions of cluture itself."

With this verbose expression of an unoriginal thought, *Leisure in America* goes on to document the social and psychological significance of games and sport, movement, immobility ("even boredom is a form of activity") and the creative processes. The author contends that we must assess the possibility for the fullest development of creative values in the new leisure and find out just what contribution a creative leisure can make to the value-structure of the emerging society.

Somehow the author is able to conclude that leisure is neither a problem or a blessing, but only a phenomenon of abundance and material wealth.

SCUBA Manual

SKIN AND SCUBA DIVING, The Athletic Institute, Inc., Merchandise Mart, Chicago 54, Ill., 84 pages, 50¢

Newest student manual in the Athletic Institute's sports handbook series explains the fundamental techniques of skin and SCUBA diving.

Developed under the direction of professional underwater consultants, the booklet describes the sport's basic requirements, use of equipment, etc.

A Philosophy of Recreation

MAN AND LEISURE, Charles K. Brightbill, Prentice-Hall, Inc., Englewood Cliffs, N. J., 295 pages, $6.60

Heralded as a "searching, new examination of the real function of recreation," *Man and Leisure* looks at the nation's increasing leisure time and wonders if health and amusement are no longer sufficient recreation goals.

The author asks the recreation executive how he plans to meet his growing responsibility and makes him mull over such questions as: is leisure wrong? can recreation be overdone? is it a release or a recharging of energy? must there be a definite motive?

WITTEK GOLF RANGE SUPPLY CO., INC.
5128 W. NORTH AVE. CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

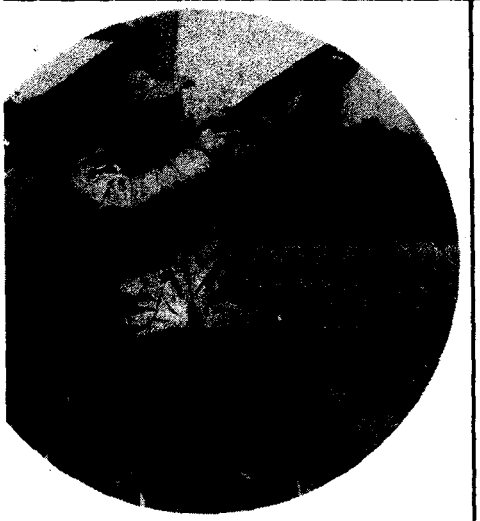
Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

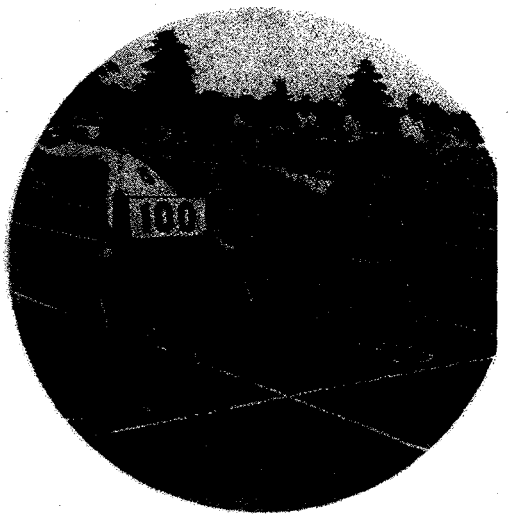
NO HANDICAPS in sports

RECREATION MANAGEMENT

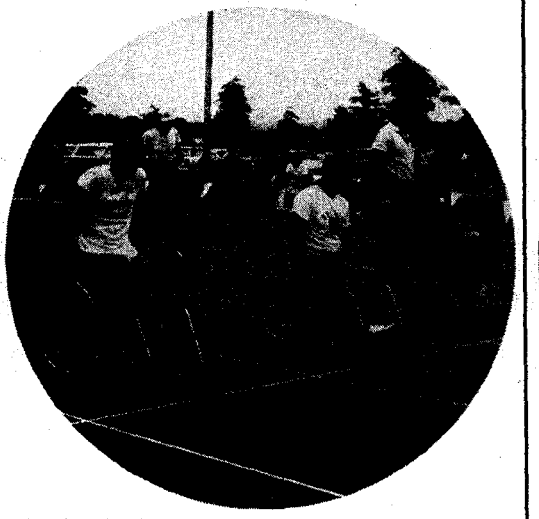
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

















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After Little League, Then What? . . . page 10

Symphony in Statistics . . . page 12

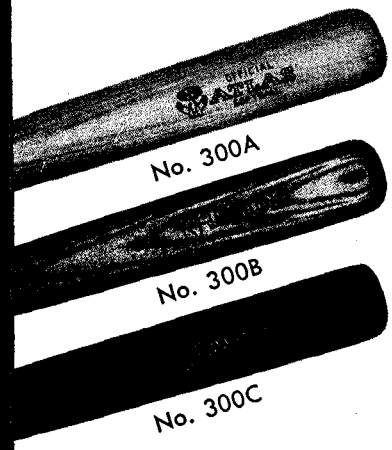
Does Industrial Recreation Pay? . . . page 14

NEW



Our 1961 Catalog contains complete information on the entire line of bats. Write for it. Address Dept. RM-1.

NEW...Large size SOFTBALL NUMBERS (for Fast Pitch play only)



NEW...

In addition to the Louisville Slugger Catalog which incorporates complete information and full color pictures of bat models for Baseball and Softball, the Hillerich & Bradsby Co. also has available its new catalog showing the 1961 Grand Slam Golf Clubs for every age group. This catalog may be had by addressing Dept. RM-1.

LOUISVILLE SLUGGER BATS
HILLERICH & BRADSBY Co.
LOUISVILLE, KY.

NEW... RAINBOW ASSORTMENT features 4 each of the bats shown below



HILLERICH & BRADSBY CO., BOX 500, LOUISVILLE, KY.



TEAM FIRST PRIZE

$6,000.00

GUARANTEED

Twenty-Fourth Annual



DAYTON JOURNAL HERALD

NATIONAL INDUSTRIAL BOWLING TOURNAMENT

at the

VARSITY LANES

637 North Main Street **Dayton, Ohio**

A $25 Squad Prize will be paid when 12 teams are entered by an individual.

$ 50 FOR 20 TEAMS
$ 75 FOR 30 TEAMS
$100 FOR 40 TEAMS

An individual that organizes a team squad of 12 or more will be eligible to participate for three special prizes that will be awarded to organizers of squads.

Organizer of squad does not have to bowl.

Organizer of squad will receive $100 if one of his teams rolls highest 3 game total with handicap on an organized squad.

2nd highest organizer will receive $75.

3rd highest organizer will receive $50.

Note — All Organized Squads Entries Close February 25, 1961

Sanctioned By American Bowling Congress

Member of State and National BPAA

ONE ENTRY FEE PAUL CHAMBLISS, Tournament Director **TWO PRIZE LISTS**

1955 — 360 Entries___Prize Money — $ 3,780.00
1956 — 481 Entries___Prize Money — $ 7,455.00
1957 — 825 Entries___Prize Money — $12,375.00
1958 — 1131 Entries___Prize Money — $16,965.00
1959 — 1459 Entries___Prize Money — $27,356.25
1960 — 1974 Entries_____$36,039.50
1961 — Our Goal_____$60,000.00

1960 Winning Team, 3 M'ERS, MINN. MNG. & MFG., HARTFORD CITY, INDIANA, Score 3209_____Prize $4,000.00

1960 PRIZE LIST

DAYTON JOURNAL-HERALD INDUSTRIAL BOWLING TOURNAMENT

TEAM PRIZES

1.	3 Mer's. Minn. Mng. & Mfg., Hartford City, Ind.	3209	$4000.00
2.	Press Room, New Idea, AVCO Corp., Coldwater, Ohio	3171	2000.00
3.	Newsweek, McCall Corp., Dayton, O.	3107	1000.00
4.	Fundamental Research No. 2, N.C.R. Dayton, Ohio	3104	950.00
5.	Copeland Ref. Co. No. 1, Sidney, O.	3099	800.00
6.	Night Owls No. 15, N.C.R., Dayton, Ohio	3099	800.00
7.	Tool Room, B. F. Goodrich, Troy, O.	3095	650.00
8.	Barkers, Bulldog Electric Products, Bellefontaine, Ohio	3089	600.00
9.	Sundown Farmers, Eli Lilly & Co., Greenfield, Ind.	3081	550.00
10.	Fulmer's Gulf, Ashland Post Office, Ashland, Ohio	3079	500.00
11.	Studebaker Pickup, Studebaker-Packard Corp., South Bend, Ind.	3078	450.00
12.	Meadow Gold, Beatrice Foods Co., Piqua, Ohio	3076	400.00
13.	USWA, Local 2559, Ontario Mfg. Co., Muncie, Ind.	3070	375.00
14.	Penton No. 4, Penton Publishing Co., Cleveland, Ohio	3067	337.50
15.	Transmission Ass., International Harvester, Fort Wayne, Ind.	3067	337.50
16.	Coil Engineering, Coil Eng. & Mfg., Roanoke, Ind.	3066	297.50
17.	Local 662, Macombers Steel Co., Canton, Ohio	3066	297.50
18.	CIO 1331 No. 1, Republic Steel Corp., Youngstown, Ohio	3064	285.00
19.	Moonshiners, North Amer. Ave. Columbus, Ohio	3061	275.00
20.	Final Assembly, International Harvester, Springfield, Ohio	3057	265.00
21.	Dayton No. 2, N.C.R., Dayton, O.	3055	255.00
22.	Rockets, Wright-Patterson AFB, Dayton, Ohio	3053	240.00
23.	High Flyers, Hartzell Propeller, Piqua, Ohio	3053	240.00
24.	Strikers, Eli Lilly & Co., Indianapolis, Ind.	3050	225.00
25.	Precisionaires, Steel Prod.-Kelsey-Hayes, Springfield, Ohio	3049	215.00
26.	Ft. Wayne National Bank, Ft. Wayne, Ind.	3047	210.00
27.	Fabric Club, North Mill, Columbus Coated Fabric, Columbus, Ohio.	3046	205.00
28.	Maintenance, Anchor Hocking, Winchester, Ind.	3045	200.00
29.	Hatfield Electric, Allison, Speedway, Ind.	3044	195.00
30.	Amer. Standard No. 1, Amer. Radiator & San., Tiffin, O.	3042	190.00
31.	Mixers, Libbey-Owens-Ford, Rossford, O.	3041	182.50
32.	Ternstedt Quintet, General Motors, Columbus, Ohio	3041	182.50
33.	Rubbermaid, Inc., Wooster, Ohio.	3040	175.00
34.	Ohio Art Bowlers, Ohio Art Co., Bryan, Ohio	3038	170.00
35.	Cases, Delco Battery, Muncie, Ind.	3037	162.50
36.	Wallace, Wallace Metal Prod., Richmond, Ind.	3037	162.50
37.	Handicappers, B. F. Goodrich Aviation, Troy, Ohio	3034	155.00
38.	Hewitt No. 2, Hewitt Soap Co., Dayton, Ohio	3033	150.00
39.	Dayton Power & Light, Dayton, Ohio	3032	142.50
40.	Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	3032	142.50
41.	Macomber V-Lok, Macomber, Inc., Canton, Ohio	3031	132.50
42.	Mound Laboratory, Monsanto Chem., Miamisburg, Ohio	3031	132.50
43.	Mike-Sells, N.C.R., Dayton, Ohio.	3029	122.50
44.	Dispatch Comp. Room, Columbus Dispatch, Columbus	3029	122.50
45.	East End Market, Van Wert, Ohio.	3028	115.00
46.	Delco Make-Ups, Dayton, Ohio.	3027	107.50
47.	Hobart Mfg. Co., Dayton, Ohio.	3027	107.50
48.	5 Spares, Precision Rubber Prod., Dayton, Ohio	3026	100.25
49.	Buckeye Foods, North Amer. Aviation, Columbus, Ohio.	3026	100.25
50.	Eveready, Union Carbide Cons. Prod., Cleveland, Ohio.	3025	100.00
51.	Die Job, Delco Prod., Dayton, Ohio	3025	100.00
52.	Fireballs, Line Material Industries, Zanesville, Ohio	3023	100.00
53.	Local 1299 "Dreamers," Great Lakes Steel Corp., Ecorse, Mich.	3021	100.00
54.	Bombers, Diamond Chain Mfg. Co., Indianapolis, Ind.	3021	100.00
55.	Bowen T.V., Ohio Communications, Richwood, Ohio	3020	100.00
56.	Unit Welding, Tappan Co., Mansfield, Ohio.	3020	100.00
57.	Misfits, R.C.A. Victor, Marion, Ind.	3019	100.00
58.	Sand Baggers, Monsanto Chemical, Dayton, Ohio	3019	100.00
59.	Copeland Ref. Co. No. 2, Sidney, Ohio	3018	100.00
60.	Troy Paint Co, Post Office, Troy, Ohio	3017	100.00
61.	Clow No. 2, Jas. B. Clow & Sons, Inc., Coshocton, Ohio	3017	100.00
62.	Special Parts No. 2, N.C.R., Dayton, Ohio	3016	100.00
63.	LADCO Heating, North. Ind. Pub. Serv., Ft. Wayne, Ind,	3013	100.00
64.	Archway Cookies, Studebaker-Packard Corp., South Bend, Ind.	3012	100.00
65.	Silvertown, B. F. Goodrich, Akron, Ohio	3011	100.00
66.	Stolle No. 2, Stolle Corp., Sidney, Ohio	3011	100.00
67.	DAB No. 2, Detroit Alum. & Brass, Bellefontaine, Ohio	3011	100.00
68.	Stock Ordering, N.C.R., Dayton, Ohio	3011	100.00
69.	Base Supply JATOS, Wright-Patterson AFB, Dayton, O.	3009	100.00
70.	Miller, Meteor No. 1, Bellefontaine, Ohio	3009	100.00
71.	Diamonds, U. S. Army, Ft. Benjamin Harrison, Ind.	3009	100.00
72.	Our Gang, Wright-Patterson AFB, Dayton, Ohio	3008	100.00
73.	Taystee Bread Co., Columbus, Ohio.	3007	100.00
74.	Gray Printing No. 1, Fostoria, Ohio	3006	100.00
75.	Spot Lamps, Guide Lamp, Anderson, Ind.	3005	100.00
76.	Pick Ups, Libbey-Owens-Ford, Rossford, Ohio	3005	100.00
77.	Pennsylvania Railroad, Lancaster, Ohio	3005	100.00
78.	Yoder Engraving, Middleton, Ohio.	3005	100.00
79.	Fairborn Lions, Wright-Patterson AFB, Dayton, Ohio.	3002	100.00
80.	Belden Molds, Belden Mfg. Co., Richmond, Ind.	3002	100.00
81.	Automatics, Delco Moraine, Dayton, Ohio	3001	97.50
82.	Reynolds & Reynolds No. 2, Celina, Ohio	3001	97.50
83.	The Treaty Co., Greenville, Ohio.	3001	97.50
84.	Wayne Works, Richmond, Ind.	3001	97.50
85.	Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000	95.00
86.	Northwest Motors, General Electric Co., Ft. Wayne, Ind.	3000	95.00
87.	Jets, North American Aviation, Columbus, Ohio	2999	92.50
88.	Depot Restaurant, Pennsylvania R.R., Richmond, Ind.	2999	92.50
89.	Big John's Restaurant, B. F. Goodrich, Akron, Ohio.	2998	90.00
90.	1st United Life Ins., General Electric, Ft. Wayne, Ind.	2998	90.00
91.	Ford Falcon, Ford Engine Plant, Lima, Ohio	2997	86.25
92.	Local 101, C.I.O. No. 2, Diamond Portland Cement, Middlebranch, O.	2997	86.25
93.	Wolf Pack, Fisher Body, Marion, Ind.	2997	86.25
94.	J. I. Case No. 1, Churubusco, Ind.	2997	86.25
95.	Pin Busters, Chevrolet Commercial Body, Indianapolis	2996	82.50
96	Springfield Teachers, Springfield Board of Education, Springfield, O.	2996	82.50
97	Steelers, N.C.R., Dayton, Ohio.	2995	80.00
98.	Ves Sudendie Five, Lunkenheimer Co., Cincinnati, Ohio.	2995	80.00
99.	F. A. Davis & Son, Columbus, Ohio	2993	80.00
100.	Nickles Freshies, Frank Baker Bread Co., Lima, Ohio.	2993	80.00
101.	The Beer Blasters, Trailmobile, Inc., Cincinnati, Ohio	2992	75.00
102.	Indiana Glass No. 1, Dunkirk, Ind.	2992	75.00
103.	Toolmaking No. 1, N.C.R., Dayton, Ohio	2991	72.00
104.	Franklin Stator No. 2, Franklin Electric, Bluffton, Ind.	2991	72.00
105.	Darts, Koehler Aircraft, Dayton, O.	2991	72.00
106.	Log Cabin Bar, Chevrolet Gear & Axle, Detroit, Mich.	2991	72.00
107.	Coilers, Delco Radio, Kokomo, Ind.	2991	72.00
108.	Tip Tops, Frigidaire, Dayton, Ohio.	2990	65.00
109.	Falcons, Thompson Ramo Woodridge, Cleveland, Ohio	2990	65.00
110.	A.A.A. Vending, Delco Products, Dayton, Ohio	2989	62.50
111.	Blue Bird Pies, Blue Bird Baking Co., Dayton, Ohio.	2989	62.50
112.	Robinair, Montpelier, Ohio.	2988	55.00
113.	Bories No. 1, Firestone Tire & Rubber Co., Akron, Ohio.	2988	55.00
114.	Wheels, Standard Register Co., Dayton, Ohio	2988	55.00
115.	Pesky Rams, WADD, Wright-Patterson AFB, Dayton, Ohio.	2987	55.00
116.	Autometrology, Sheffield Corp., Dayton, Ohio	2986	51.67
117.	Renegades, Lincoln Electric Co., Cleveland, Ohio	2986	51.67
118.	Office, Kroger Co., Cincinnati, Ohio	2986	51.66
119.	5 Deuces, North American Aviation, Columbus, Ohio	2985	50.00
120.	Savings Society, Springfield Sav. Soc., Springfield, Ohio.	2984	50.00
121.	5th Year Students, Frigidaire, Dayton, Ohio	2984	50.00
122.	National Carbon, Fostoria, Ohio.	2984	50.00
123.	Reddy Kilowatts, Indiana & Mich., Electric Co., Ft. Wayne, Ind.	2983	50.00
124.	Crows, Goodyear Atomic Corp., Portsmouth, Ohio	2983	50.00
125.	Dayton Power & Light Co., No. 1, Greenville, Ohio	2983	50.00
126.	10-Inch Mill, Kaiser Alum. Chem. Corp., Newark, Ohio.	2983	50:00
127.	Westerville Creamery, Westerville, O.	2983	50.00
128.	Kroger No. 2, Dayton, Ohio.	2982	45.00
129.	Rockwel No. 2, Rockwell Register Corp., Bellefontaine	2982	45.00
130.	Dogs, The Quaker Oats Co., Marion, Ohio	2982	45.00
131.	Hinson Realtor, General Motors, Columbus, Ohio	2982	45.00
132.	Steel Drivers, Link-Belt, Indianapolis, Ind.	2980	42.50
133.	National Lime & Stone, Buckland, O.	2980	42.50

NOTICE

A total of 291 Team Prizes and 168 3-Game Individual Prizes were awarded, but because of the limited amount of space, we were unable to list a complete report of prize winners.

3-GAME INDIVIDUAL PRIZES
(WITH HANDICAP)

1.	Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	770	$ 200.00
2.	Tom Wininger, Chrysler Missile, Detroit, Mich.	724	150.00
3.	Vic Moore, Sealtest, Hamilton, Ohio	721	125.00
4.	Kenneth Star, North American Aviation, Columbus, O.	717	100.00
5.	Dave Barney, N.C.R., Dayton, Ohio.	715	95.00
6.	Jim Ellis, F. A. Davis & Son, Columbus, Ohio	712	90.00
7.	Keith Mong, 1st National Bank, Mansfield, Ohio	711	82.50
8.	Dale Sheffler, General Tire & Rubber, Akron, Ohio	711	82.50
9.	Garie Thompson, Hartzell Propeller, Piqua, Ohio	709	75.00
10.	Robert Scott, Moraine, Dayton, Ohio	708	70.00
11.	Martin Boggs, Bendix, Hamilton, O.	707	65.00
12.	George Dillhoff, Reynolds & Reynolds, Celina, Ohio	706	60.00
13.	Ray Brookbank, USWA, Local 2559, Muncie, Ind.	703	55.00
14.	Charles Stir, W-P AFB, Dayton, O.	702	50.00
15.	Charles Flook, W-P AFB, Dayton, O.	699	40.00
16.	Lou Nolan, Lincoln Electric, Cleveland, Ohio	699	40.00
17.	Norbert Fisher, Permaglass, Payne, O.	699	40.00
18.	John Blackburn, Overmeyer Mould, Winchester, Ind.	698	27.50
19.	Frank Jowdy, W-P AFB, Dayton, O.	698	27.50
20.	Karl Knodel, East End Mkt., Van Wert, Ohio	696	25.00
21.	Paul Linkous, Pennsylvania Railroad, Richmond, Ind.	692	25.00
22.	Jim Carr, Viking Tool, Dayton, Ohio	691	25.00
23.	Win Trumble, Minn. Ming. & Mfg., Hartford City, Ind.	690	24.00
24.	Jim Harrison, Yoder Engraving, Middletown, Ohio	689	24.00
25.	Dick Henton, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
26.	Lowell Simon, Libbey-Owens-Ford, Toledo, Ohio	689	24.00
27.	Jack Hoover, Line Material, Zanesville, Ohio	688	23.00
28.	John Holicki, Great Lake Steel, Ecorse, Mich.	688	23.00
29.	Charles Steele, N.C.R., Dayton, Ohio	688	23.00
30.	Darrel Talley, Effl-Cell-O, Fostoria, Ohio	688	23.00
31.	Bernard Cook, Logan Clay Prod., Logan, Ohio	687	22.00
32.	James McCarty, Dayton Etched Prod., Dayton, Ohio	687	22.00
33.	Bill Brown, N.C.R., Dayton, Ohio.	685	22.00
34.	Dorris Newton, Philip Morris, Louisville, Ky.	685	22.00
35.	Norb Klosterman, New Idea, Coldwater, Ohio	684	21.00
36.	Albert Lewis, Ford Motor, Dearborn, Mich.	684	21.00
37.	R. McLain, Copeland Ref. Co. No. 2, Sidney, Ohio	683	20.15
38.	Bill Przelenski, Wheeling Tile Co., Wheeling, W. Va.	683	20.15
39.	John Arney, W.P. Procurement, Dayton, Ohio	683	20.14
40.	Reuben Ledford, Macombers Steel, Canton, Ohio	683	20.14
41.	Wayne Wolfe, Timken Roller Bearing, Columbus, Ohio	683	20.14
42.	Carl Gubash, General Tire, Akron, O.	683	20.14
43.	Tom Iaconis, Westerville Creamery, Westerville, Ohio	683	20.14
44.	Carl Luerman, Johns-Manville, Richmond, Ind.	682	19.00
45.	Winfield Mayers, Dana Corp., Toledo, Ohio	682	19.00
46.	Harold Reinhard, Atlas Crankshaft, Fostoria, Ohio	681	18.34
47.	Pete Horn, Lunkenheimer, Cincinnati	681	18.33

(SEE ADDITIONAL LIST OF PRIZES ON BACK OF ENTRY BLANK)

ENTRY FEE—$35.00

PRIZE FEE	$4.35
BOWLING	1.50
TOURNAMENT EXPENSE	1.15
TOTAL	$7.00 Per man

ENTRIES CLOSE MARCH 27, 1961

Rules On Reverse Side

GUARANTEED

TEAM

$6,000

First Place

ENTRY BLANK

DATES April 1, 2, 8, 9, 15, 16
April 22, 23, 29, 30
May 6, 7, 13, 14
May 20, 21, 27, 28

Time of Shifts

Saturday — 10:30 a.m., 1:00 p.m., 3.30 p.m., 6.00 p.m., 8:30 p.m.

Sunday — 10:30 a.m., 1:00 p.m., 3:30 p.m., 6:00 p.m., 8:30 p.m.

NO 10:30 a.m. Shift April 1 or 2.
(Note: April 2 is Easter Sunday)

NO 8:30 p.m. Shift May 28th.

ALL SUNDAY 8:30 SHIFTS WILL HAVE SQUAD PRIZES

The_____

Representing_____
Name of Firm for Which Bowlers Work — Address

Hereby makes entry in the Twenty-fourth Annual

DAYTON JOURNAL HERALD NATIONAL INDUSTRIAL BOWLING TOURNAMENT

(Use Last Year's Final Averages)

List Names in the Order They Will Bowl PLEASE PRINT OR TYPE		ABC No.	IND. AVG.	GIVE NAMES IN FULL PLEASE PRINT OR TYPE		ABC No.	IND. AVG.
1				4			
2				5			
3				6			

Captain_____ Address_____ Phone_____

City_____ State_____

Establishment in Which Team Bowls_____

1st Choice of Date and Time_____ 2nd Choice_____

Entry Blanks will be mailed upon request. Call or write Varsity Lanes — BAldwin 2-6151.

Note: All reservations will be cancelled if entry blank and fee is not sent by March 20, 1961.

Certification of Averages

(Use Last Year's Final Averages)

DO NOT WRITE HERE	
ENTRY No.	
DATE REC'D	
CASH	M.O. CHECK

City Secretary Name — Address — City
(Does NOT Require Signature of City Secretary)

Make All Checks Payable to
HARRY ZAVAKOS, Treasurer
c/o VARSITY LANES
637 N. Main St. Dayton, 5, Ohio

For Further Information or Reservation, Call
THE VARSITY
BAldwin 2-6151
637 N. Main St. Dayton, 5, Ohio

SPECIAL PRIZES

OPENING SHIFT SQUAD PRIZES

1. Rockets, Wright-Patterson AFB, Dayton	3053	$	25.00
2. Lucky Strikers, Goodyear Atomic, Waverly, Ohio	3000		15.00
3. Autometrology, Sheffield Corp., Dayton	2986		10.00

HIGH TEAM, ONE GAME (Actual)

1. Shifters, Wright-Patterson AFB, Dayton, Ohio	1051	$	150.00
2. Hatfield Electric, Speedway, Ind.	1041		100.00
3. Kittyhawks, Wright-Patterson AFB, Dayton, Ohio	1020		50.00

HIGH THREE-GAME TEAM (Actual)

1. CIO 1331 No. 1, Republic Steel, Youngstown, Ohio	2875	$	150.00
2. Hatfield Electric, Speedway, Ind.	2870		100.00
3. Local 1299, "Dreamers," Great Lakes, Ecorse, Mich.	2848		50.00

SINGLES, THREE GAMES (Actual)

1. Ralph Keller, Bulldog Electric, Bellefontaine, Ohio	686	$	100.00
2. John Holicki, Local 1229, Great Lakes Steel, Ecorse, Mich.	663		75.00
3. Robert Mowery, Goodyear Tire & Rubber, Akron, Ohio	660		25.00
4. Ott Kistler, Precision Rubber, Dayton	660		25.00

HIGH SINGLE GAME (Actual)

1. Larry Rush, Studebaker Pickup, South Bend, Ind.	264	$	100.00
2. Heinz Balzuweit, N.C.R., Dayton, Ohio	258		75.00
3. Ray Oblock, Forest City Foundries, Cleveland, Ohio	257		25.00
4. Ron Balsley, Wright Industrial Supply, Toledo, Ohio	257		25.00
SUNDAY NIGHT SQUAD PRIZES		$	370.00
TOTAL SPECIAL PRIZES		$	1470.00

WRIST WATCH WINNERS

EACH SQUAD (62) FIRST GAME ACTUAL

J. Krietzer, Dayton, Ohio	226
Chet Domalski, Toledo, Ohio	212
J. Thomas, Dayton, Ohio	239
J. Stracka, Homestead, Pa.	211
M. Dues, Coldwater, Ohio	235
K. Knodel, Van Wert, Ohio	216
Wm. Supper, Dayton, Ohio	226
Chas. Cron, Dayton, Ohio	202
M. Boggs, Hamilton, Ohio	233
B. Houser, Findlay, Ohio	223
E. Sekoleski, Dayton, Ohio	218
M. Adams, Indianapolis, Ind.	233
J. Proper, Indianapolis	256
R. Henderson, Wooster, Ohio	233
H. Knox, Ft. Wayne, Ind.	225
J. Bertschi, Dayton, Ohio	224
J. Scarpelli, Dayton, Ohio	232
H. Stafford, Dayton, Ohio	235
K. Fly, Indianapolis, Ind.	221
J. Kaminski, Youngstown, Ohio	238
F. Radcliffe, Cincinnati, Ohio	223
R. D. Merriman, St. Marys, Ohio	225
R. Sather, Dayton, Ohio	254
G. Swartz, Mansfield, Ohio	233
G. Kennison, Cincinnati, Ohio	211
C. Ferdelman, Dayton, Ohio	225
T. Barron, Dayton, Ohio	242
O. Evans, Dayton, Ohio	251
Ev Wilkins, Owens, Ill.	235
F. Durant, Coshocton, Ohio	234
G. Budger, Columbus, Ohio	246
G. Payne, Cleveland, Ohio	213
H. Gentry, Crawfordsville, Ind.	213
R. Corder, Columbus, Ohio	226
L. Davis, Hagerstown, Ind.	233
D. Weaver, Dayton, Ohio	233
J. Schide, Dayton, Ohio	226
R. Wieland, Dayton, Ohio	242
Chas. Stir, Dayton, Ohio	236
N. Yountz, Dunkirk, Ind.	244
C. Meredith, Lima, Ohio	233
J. Garnes, Columbus, Ohio	234
D. Marquis, Dayton, Ohio	243
L. Rush, South Bend, Ind.	264
J. Lansaw, Middletown, Ohio	235
B. Wolf, Charleston, W. Va.	219
B. Brown, Cincinnati, Ohio	228
J. Woodruff, Whiting, Ind.	246
L. Cross, Cleveland, Ohio	249
D. Baker, Troy, Ohio	214
A. Lewis, Dearborn, Mich.	248
B. Carmazzi, Bellefontaine, Ohio	247
E. Fowler, St. Louis, Mo.	246
D. Green, Dayton, Ohio	236
G. Walker, Van Wert, Ohio	227
C. Furr, Barberton, Ohio	225
O. Kistler, Dayton, Ohio	226
J. Hoover, Zanesville, Ohio	235
J. Turkel, Canton, Ohio	221
C. Thorley, Canton, Ohio	234

TOURNAMENT RULES

All bowlers on a team must be employed by the same industrial firm, business establishment, etc., means where bowler earns his living — part time employees not eligible.

Employees of bowling establishments or bowling supply houses are not eligible.

Three games will be rolled with a team prize list and an individual prize list, both with handicap. One fee of $7.00 will embrace both prize lists.

70% handicap of 1000 will be used in team competition.

70% handicap of 200 will be used in individual competition.

1959-1960 final averages will be used, but singles or doubles league average needn't be used if bowler has team average. Mixed league average will NOT be accepted.

A minimum average of 128 will be in effect.

Averages to be used will include 21 or more games as of January 1, 1961, if bowler does not have 1959-1960 average.

Every bowler must use his highest league average.

Any bowler not having an established league average must use 200 average.

Entry fee must accompany entry blank.

Prize fee of $21.75 per team will be returned 100% to prize fund.

At least 1 prize for each ten entries.

Team captains must show ABC cards when registering.

Any bowler not having an ABC card must pay $1.50.

A bowler may participate only once in this tournament.

Teams will be paired according to pin average or prior reservation.

The first captain reporting will draw the alley assignment for both teams, and bowl all 3 games on the same pair of lanes.

The team may use other than its sanctioned name without the payment of additional ABC dues.

Five ABC sanctioned bowlers may form a make-up team and enter without the payment of additional ABC dues, providing they work for the same employer.

Averages of prize winning teams and individuals will be checked and any found to be incorrect will mean forfeiture of entry fee. No more handicap will be granted after captain checks in, due to averages being too high.

The team captain is responsible for the correctness of all averages.

The team captain must report to tournament headquarters 30 minutes before scheduled time.

Out of town entries must have name and address of city secretary. (No signature required.)

The tournament manager reserves the right to reject any entry.

april·1961

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

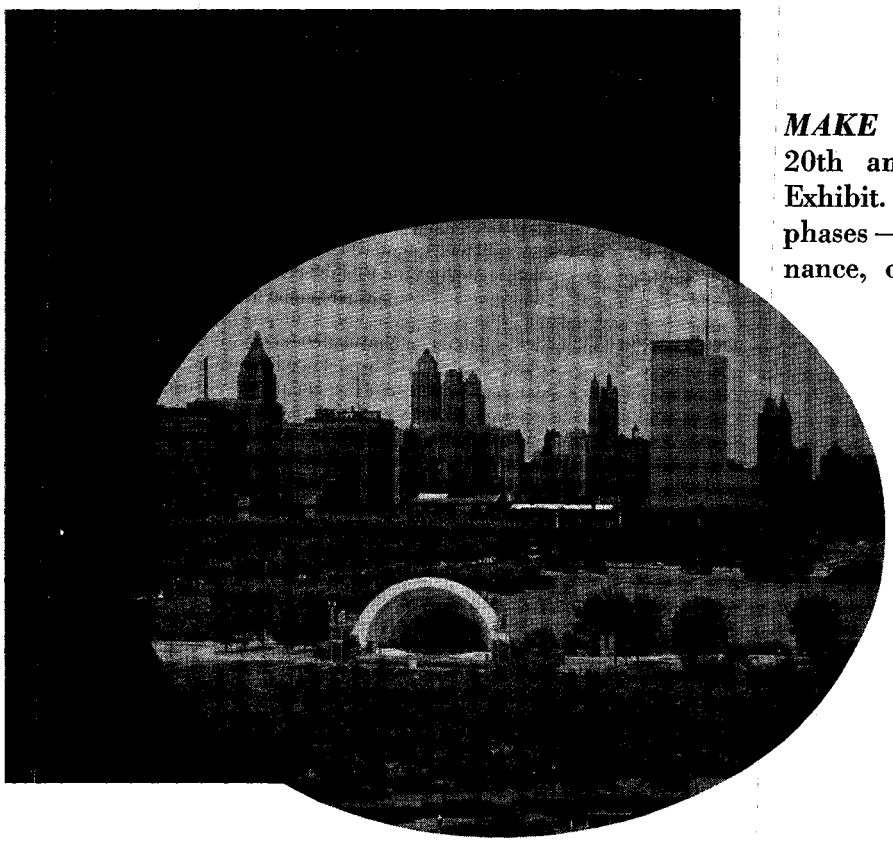
SPRING SPORTS

PROGRAM PLANNER
page 14



Leo Rotelli

NIRA CONFERENCE and EXHIBIT



MAKE PLANS now to attend this year's 20th anniversary NIRA Conference and Exhibit. Comprehensive program covers all phases — organization, administration, finance, operation — of employee activities.

HEAR AND SEE top speakers, demonstrations and exhibits which kindle new ideas and keep you abreast of trends.

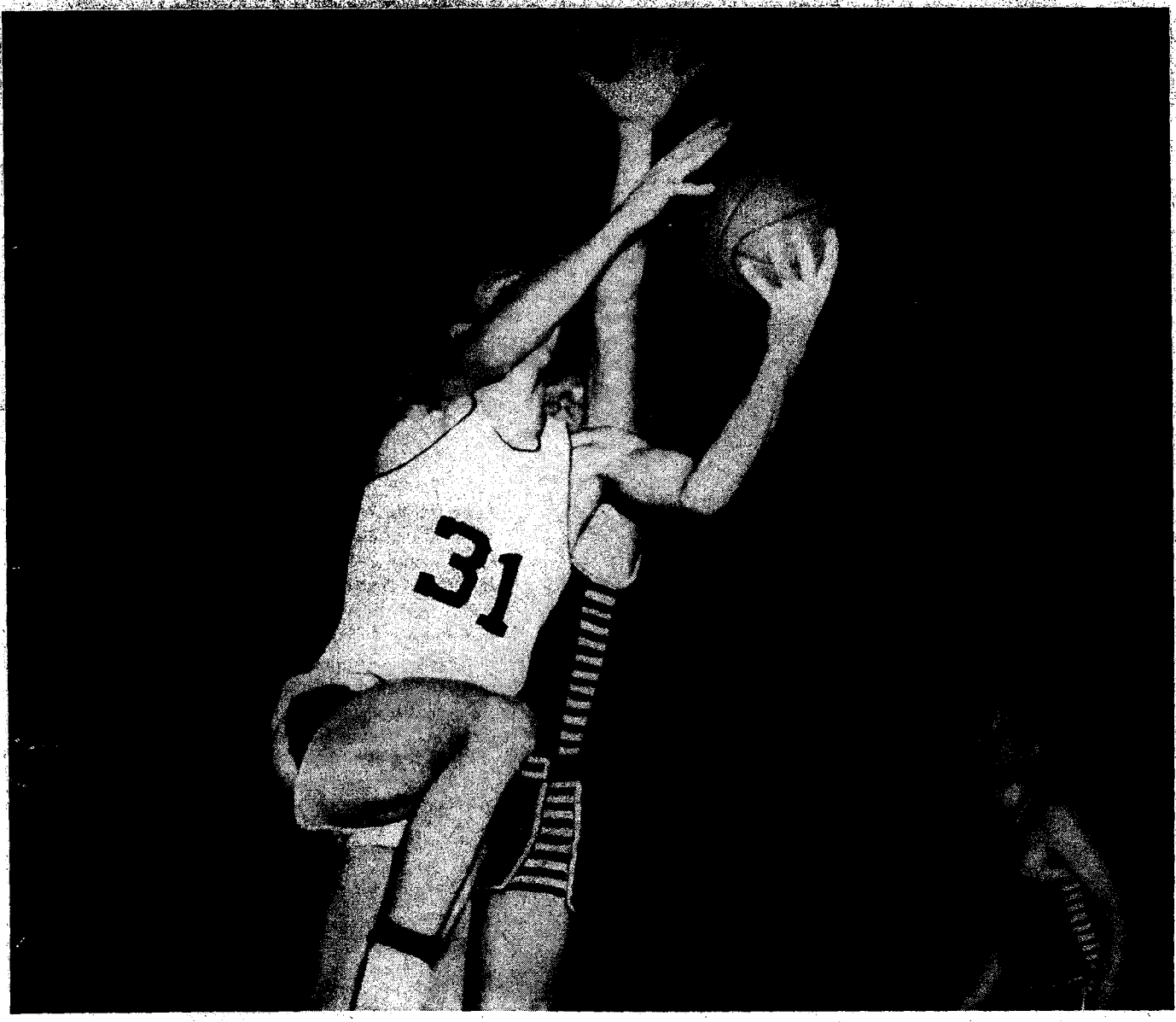
MEET AND TALK with industrial directors. Together you have a vast pool of know-how unobtainable elsewhere in your profession.

HELP AND BE HELPED in panel sessions where the give-and-take solves your recreation problems of today and tomorrow.

REGISTRATION FEES: $40 for NIRA company and branch members; $50 for non-members wrap up a four-day bargain package which includes three luncheons, annual NIRA banquet and floor show, opening reception and tour plus admittance to all sessions and special events, souvenirs, door prizes, copies of conference program, directory and proceedings. Daily and single session registrations may also be requested at proportional rates. Room rates at the Hotel Sherman conference headquarters run from $8-$15.95 single and $11.45-$19.95 double. Room reservation and advance registration forms will be enclosed in the May issues of the R/M and the NIRA Newsletter.

Special wives program ($20) will feature sightseeing tours, fashion show, luncheon and other special activities of the conference.

GO to ChicaGO in 1961



Controlled

CONFLICT...

ups personnel morale, cuts absenteeism, helps increase production. That's a pretty good case for in-plant athletic programs. Studies prove it out—plants with sports participation for employees are more productive.

Just having the program isn't enough, however. Your plant needs the right athletic program, correctly planned and executed, and supplied with the right equipment. Your MacGregor dealer is an expert on setting up and operating leagues of all kinds, and he certainly has the finest sports equipment available right in his own store. He can assist you with initial planning, scheduling, tournament bracketing, selection of equipment, and even sanctioning by local athletic groups if necessary. He's also adept at giving tired old programs a vigorous boost. Get your plant's athletic program started, or rejuvenated, now. Keep your employees' after-hours energies and tensions in control by giving them controlled conflict. A call to your MacGregor dealer, or a visit to his store, will get things moving. Do it today.

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DIVISION OF BRUNSWICK

WORLD LEADER IN RECREATION

...an unexpected tribute from a long-standing friend of industrial recreation

Gentlemen:

... your invitation to take the floor, so to speak, on the subject of industrial recreation finds me not just willing, but eager. But I am taking the liberty of devoting my comments to the promotion of industrial recreation by the National Industrial Recreation Association.

There were some far-sighted business leaders who inaugurated recreation programs for their employees long before the National Industrial Recreation Association saw the light of day. Several were not only very large, but also highly developed. NIRA, however, deserves great credit both for bringing together the geniuses of industrial recreation and for forming and developing one of the finest programs within the realm of athletics, sports and recreation.

This is a strong tribute to what NIRA has accomplished and its importance not only to the many companies and employees who now participate but to our national life as well.

We have known the National Industrial Recreation Association from its conception, and have been right at its side throughout its twenty-year career. We have known personally all of its leaders and a good percentage of its other members. We know these men practice what they preach, for we have been with them on dozens of different occasions. In every instance we have enjoyed ourselves tremendously, because these people know how to enjoy themselves, and, perhaps even more important, they have a great knack for helping others to get real enjoyment.

A few months ago a new President took charge of our national destiny. He came to us with the reputation of one who also believes in the efficacy of sports and recreational activities. He has stated that these things are not only good, but necessary for the nation's well-being. I for one would be most happy to recommend to President Kennedy the National Industrial Recreation Association as one of the model groups in our land for advancing recreation.



JOHN A. HILLERICH, President
Hillerich & Bradsby Co.

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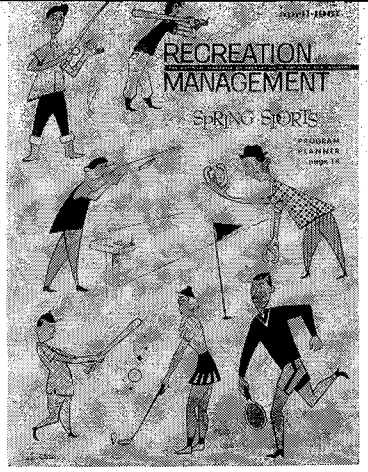
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26 THINGS TO WRITE FOR

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All out for FITNESS



1,700 Convair men and women fight the battle of the bulge in two health club gyms, open 16 hours a day, six days a week

by ART GILLIGAN, CRA President

The Convair Recreation Association, Fort Worth, Texas, from its inception as an industrial recreation program, has placed great emphasis on fitness and health.

Practically every sport—baseball, softball, badminton, volleyball, to name a few—are included toward the objective of maintaining the Convair employee and his family in the best of health and fitness.

But perhaps the two most brilliant jewels in the CRA health and fitness programs are the men's and women's health clubs. With a membership of 1,700 participants, they represent two of the largest of 36 activities sponsored.

The facilities accorded these two groups are as amazing as the figure of participating members. So amazing, that recently a fellow NIRA member sent its representative all the way from Minnesota to learn the details.

FROM A HUMBLE BEGINNING

As in all things, there was humble beginning for the CRA Health group; and since it is profitable for a recreation director to learn the development process of a new activity, let's begin in retrospect.

In August 1953, a scant 40 male employees petitioned the CRA Council to sponsor a weight lifting activity. The council deliberated, and with its usual foresight approved the budget.

As its first Commissioner, I. B. Hale, former Texas Christian University football great and All-American, was selected. Under his guidance, various weight lifting sets, dumbbells and barbells were purchased, a room of the original CRA Center was outfitted with mats and a few lockers, and workouts began. The only requisites for the participants were shorts, tee shirts and tennis shoes.

Hale stated the objectives well, "Weight lifting is one of the great equalizers. It enables a heavy man to lose weight—a light man to build up his body. Health and strength—one naturally goes with the other. If you build up your body, health improves, one is less prone to disease or infection." Some of the exercises prescribed for the novices sound real exotic. Here are two:

Military Press: Lift the weighted barbell in front of the face from the floor and then overhead. This requires deep breathing. Lungs and chest are developed as well as shoulders and arms.

Reverse Press: Lift the barbell from the shoulders behind the head directly overhead. This exercise strengthens necks and shoulders.

Participation continued, increased and in 1956, a new feature was added to stimulate interest. The title "Mr. Convair" was placed in contest. Aspirants were plentiful.

The contest was held under Amateur Athletic Union rules. Contestants were judged on musculature, proportion, appearance and development. Prizes were awarded for the first three places.

It goes without saying, this event was an inspiring success—with participation increased and with the second besters heatedly talking of next year's competition.

1956 was, in more ways than one, a banner year for the Men's Health Club, for the Convair Recreation Association moved to its new Clubhouse situated on 80 acres of wooded, rolling land. The Clubhouse design naturally provided for what was then deemed adequate space for the weight lifters. Showers, rest room, lockers, racks for dumbbells and barbells and a steam cabinet were the tools furnished.

In March of 1958, the CRA felt that a sure bet was being missed; therefore, the fair sex was given their opportunity to vie in the health and fitness program. A gym, identical in size to that accorded the men, was provided. Its equipment included dumbbells and barbells—dainty by men's standards—rowing machines, a bicycle training machine called an exercycle, an automatic reducing machine more aptly called a belt vibrator, showers and the proverbial powder room.

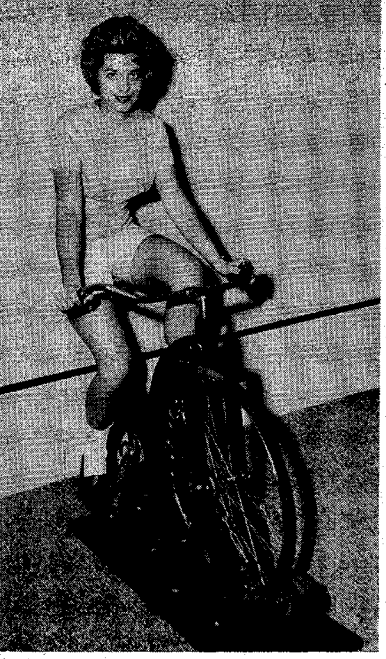
THE LADIES LOVE IT

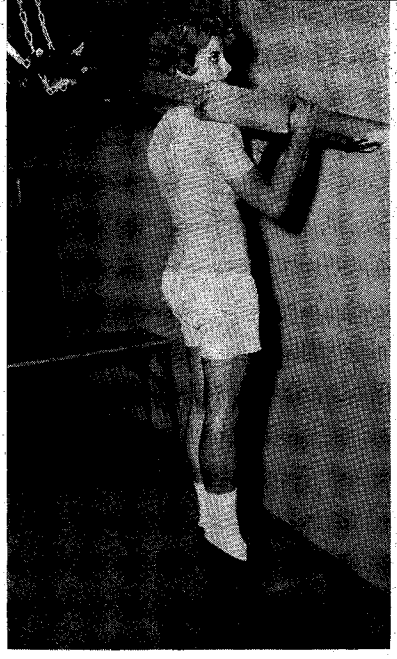
The gals swarmed to this new offering—Convair wives desiring to fight the battle of the bulge, Convair typists out to combat that occupational hazard—stenographer's spread.

About this time, Mr. Hale resigned as commissioner, and his place was filled by Mr. H. L. Carter. Carter, a handsome six-foot-plus picture of strength and health, gave the two groups additional impetus. He had the benefit of a number of physical education courses at Texas Christian University, as well as being a graduate of a recreational school.

Describing his recreational school training, he had this to say: "We learned every muscle of the body and what to do to build them. It was al-

MEN'S AND WOMEN'S GYMS, both 24′ x 60′, provide impressive variety of equipment. Great contrast in exercises performed by the two groups makes interesting study.





CRA WOMEN'S INSTRUCTOR Holley Susen demonstrates use of health club equipment (l-r): vibrator, exercycle, shoulder lift.

most as detailed as a medical school course in anatomy. We learned the use of each muscle—what is good for it and what it not, which ones we need to develop and which ones to leave alone."

Carter made good application of this knowledge by writing it down on suggestion sheets. These suggestion sheets then were used to supplement his personal instruction to novices. Other volunteer instructors assisted him, directing their efforts toward prescribing a safe but exacting program.

That summer, Mr. Carter recognized the progress the women's group had demonstrated by declaring that a contest would be held to determine "Miss CRA Health Club for 1958."

The event was coupled with a plant-wide dance at which a popular combo furnished the music. Carter stated, "We have a wonderful health club, a wonderful membership and some very beautiful women who would do well in any beauty contest." He was right—some of Convair's loveliest young women competed.

The judges were newspaper men from Fort Worth's two dailies. The contest, the dance was a complete success. It had the total effect of pointing up the Women's Health Club and the opportunities offered. Membership doubled, tripled. The boom was on.

With tremendous increases in participation, the allocated space and equipment now became inadequate to the demand. Carter met with the CRA Building and Area Operating Committee. CRA Council action was obtained in 1959, approving an expanded CRA health facilities program.

The expansion plan called for two 60′ x 24′ gyms. Work began immediately, and in July of 1960, the health clubs reopened in their new settings.

Additional equipment of every shape and purpose went into full operation from 8 a.m. until midnight, six days a week.

The equipment offered is truly impressive. As well as steam cabinets, rowing machines, vibrators previously mentioned, there were sliding stand rollers, calf machines, leg press machines, squat racks, ceiling lap machines, leg curl machines, shoulder lifts and many others.

To meet the demands imposed by the Women's Health Club increased participation, it was necessary to employ a part-time women's health instructor. Very appropriately, the young lady selected for this task was the Miss CRA Health Club for 1959-60, Holley Susen.

Holley's philosophy as to whether organized exercise produces results: "Definitely. Anyone who follows instructions for three months—averaging about three, one hour sessions weekly—can show excellent results." She tempers this, however, by adding that proper diet also plays a part.

Such a large scale activity naturally requires a stringent administration. Rules have been established to maintain safety at a maximum and to keep the gym operations clean and efficient.

Members must keep the locker room orderly, adhere to the no smoking ban, and follow instruction sheets governing the use of equipment. Each member has a card on file which details his weight, measurements and the exercises he or she is performing.

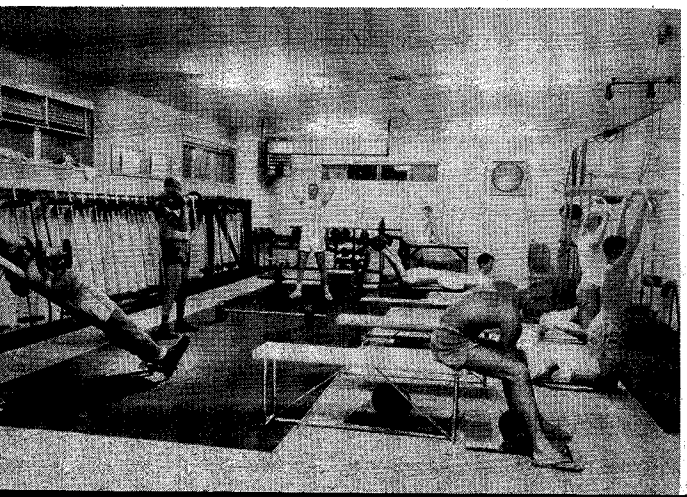
425,000 RECREATION HOURS

Now as to what every recreation director wants to know—how many recreation hours evolve from such a program?—how about financing?

The first question is simply answered by arithmetic—1,700 members times an average workout of five hours a week, times 50 weeks a year equals 425,000 recreation hours annually.

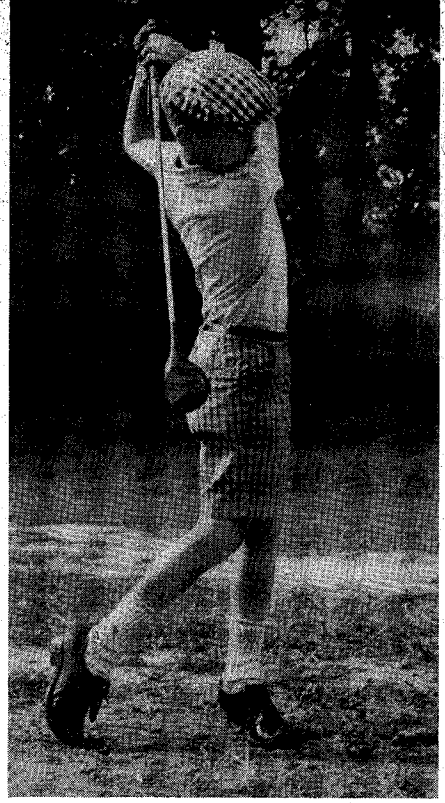
Besides a nominal budget from funds derived from vending machine receipts, a $2 membership fee is levied annually, which contributes toward refurbishment of existing equipment and purchase of new equipment.

Mr. Carter's advice to recreation directors—"Get the health program started—the financing and participation will evolve naturally."









Eager beginners like Gary Mullins (l) quickly pick up the game's form as well as its flair and develop rapidly into polished golfers like Charles Taylor, Jr. (r).

from little duffers . . .

TOMORROW'S CHAMPS

Kids' golf tournament proves to be a natural attraction at Du Pont's Savannah River Plant

"Golf," says Tony Orsini, recreation director of the Du Pont operated Atomic Energy Commission Savannah River Plant, "is by far our fastest growing employee activity."

This is no coincidence. Strategically located for golf, the plant is situated on a 200,000 closed-to-the-public tract between Aiken, S. C., and Augusta, Ga. "Golf, in the winter resort town of Aiken and in Augusta, home of the world-famed Masters Tournament, is almost more than a sport," enthuses Orsini; "it is just short of being a way of life."

In 1958, the employee-elected board of directors of the plant's Operations Recreation Assn. decided to expand its program for the children of members. Inevitably, a golf tournament for the younger set was one of the activities selected for sponsorship.

The decision has proved to be a natural. Already making plans for this summer, ORA tournament directors are confident that the fourth annual kids' tournament will be the biggest and best yet.

Using the Callaway handicap system, the tournament is run in three flights based on the entrants' ages: 10 through 11, 12 through 14 and 15 through 19. The system has worked well and required no revisions. Trophies and plaques are awarded to the leaders in each age bracket.

A total of 36 youngsters teed off in the first tournament, a somewhat smaller number than anticipated. The committee found out too late to change that the meet conflicted with the opening of high school football practice.

MOTHER CADDIES

This was corrected the following year, and the field jumped to 60 boys and girls.

Most of the players are in the two oldest age brackets, but in many ways the 10 and 11 year-olds steal the show. Some play the course in style with mother working as caddie. Others have posted highly creditable scores between 110 and 115.

Over the short span of three years, Orsini has seen remarkable improvement in his young golfers. The 18-hole tournament record now stands at 82.

The golf meet is only one phase of an ever-increasing supervised recreation program for the children of ORA members. "The reasons for this are not hard to find," says Orsini.

"Parents, naturally, appreciate having wholesome entertainment provided for their children. Children, on the other hand," continues Orsini, "help the ORA by influencing their parents to become ORA members in order that they may participate in the various activities."

In golf, however, the parents don't need encouragement. ORA annually sponsors five 54-hole tournaments. The first 1961 event, which was concluded on March 18, drew 288 golfers. But this is hardly enough to sate the golfing appetite. ORA sponsors 16 departmental golf leagues that play throughout Aiken's long season.



Readin' (the green), 'ritin' (the score) and 'rithmetic (figuring the Callaway handicap) is this Savannah River threesome's happy version of summer school.



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Fourth of a series

Does Industrial Recreation Pay?

What do employees think of the cost, leadership and other specific aspects of their company's recreation program?

R|M's review of the NIRA pilot study "Does Industrial Recreation Pay?" is continued in this the fourth of five articles.

Previous articles have summarized the relationships found between recreation participation and favorable employment characteristics, the factors that affect participation and employee opinions of the alleged values of industrial recreation. The concluding article will summarize the reasons for non-participation.

The study was undertaken by RajendranathChowdhary as the thesis for his M.A. degree at the U. of Minnesota. He was advised by Dr. H. G. Heneman, Jr., professor of economics and industrial relations and director, Industrial Relations Center, U. of Minnesota.

Why is a company's recreation program successful? Or unsuccessful? To what extent is participation affected by cost, competition from other recreation opportunities, availability of company facilities, quality of leadership and other related factors?

To conduct preliminary research in this area, the NIRA pilot study "Does Industrial Recreation Pay?" solicited employee opinion regarding specific aspects of their company's recreation program. The results, summarized below, were obtained from a sampling of 10% of the employees in four companies in the Minneapolis-St. Paul area.

The contrasts in the quality of the four programs studied in the report (see program summaries below) add considerable interest in comparing the employee responses to the nine selected statements. Percentages of employee participation range from Company A's 62% to Company B, 30%; Company C, 27% and Company D, 52%.

While only the total employee response is listed in these tables, a breakdown included in the report shows that the great majority of "undecided" responses came from non-participants. Generally, most of the favorable replies came from recreation program participants.

Cost. *The membership dues and admission charges of my company's recreation program are fair and well set:*

	Company A	Company B	Company C	Company D
Agree	93%	55%	41%	92%
Disagree	2	1	3	1
Undecided	6	44	56	7

Many employees are drawn into my company's recreation program because of its low cost:

	Company A	Company B	Company C	Company D
Agree	59%	25%	17%	37%
Disagree	12	16	23	29
Undecided	29	59	60	34

The percentage of employees agreeing with both of these statements regarding program costs parallels the percentage of participation in the four companies. This should provide sufficient proof that a relationship exists.

This seems particularly obvious in the case of the two extremes, Company A and Company C. In the latter, less than half of the employees feel that the cost of the recreation activities is fairly established. Only 17% feel that the program's low cost attracts participants, while an even greater number, 23%, disagree with the statement. This would seem to be an important factor in the company's low percentage of recreation participation.

The comparatively lower percentages of agreement with the second statement would also seem to indicate that bargain rates are not the primary attraction of industrial recreation programs.

Activities. *The recreation program of my company does not offer enough activities:*

	Company A	Company B	Company C	Company D
Agree	3%	13%	35%	9%
Disagree	79	45	20	65
Undecided	18	42	45	26

Only a few employees are interested in the recreation program of my company:

	Company A	Company B	Company C	Company D
Agree	9%	20%	42%	20%
Disagree	63	41	20	62
Undecided	28	39	38	18

Again the responses reflect the participation percentages at each company. This reaffirms the uncontested theory that a wide variety of activities creates interest which in turn builds participation.

see RESEARCH REPORT, page 23

Summary of the Company Programs Studied in the Report

Company A: Program administered by Employee Recreation Assn. with elected board of directors representing all departments of company. Supervised by highly qualified, full-time recreation director. Individual activity groups also elect own officers. Income: $1 ERA dues, individual activity fees, vending profits, salvage sales and company contributions for special events. 62% of the employees actively participate in the recreation program, which covers a broad range of activities, most of which are open to family members.

Company B: No centrally organized ERA. Program, open to all employees, is supervised by service club of male employees who have been with the company 10 or more years. Individual activities elect own officers. Part-time, voluntary recreation director. Income: individual activity fees, vending profits, service club contributions. 30% participate.

Company C: No organized ERA. Employees organize individual activities, elect officers and assess dues. No full or part-time recreation director. No family participation. Grants for new activities cleared through personnel dept. Income: activity fees; for new activities and special events—90% vending profits, 10% company contributions. 27% participate.

Company D: Well organized ERA with elected officers, full-time recreation director. Individual activities elect officers and charge fees. Income: $3 ERA dues, activity fees, proceeds from special events. Company contributions match ERA dues. 52% participate.



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CONSERVATION OFFICERS helped teach the youngsters the correct use and handling of the .22 cal. rim-fire rifle.

SHOOTING CLINIC TRAINS TEENS

Here's how U. S. Steel sponsored a Teen Hunter's Club shooting clinic as a joint-community project

by DICK MILLER

Industry, a newspaper, and a state agency combined forces to bring the benefits of a Teen Hunters' Club experience to the Steel City of Gary, Ind., last fall.

Ed Mitchell, recreation director for U. S. Steel's Gary works, and a NIRA veteran, heard about the Teen Hunter's Club at the 1960 NIRA Conference, and had the idea on an agenda for a U. S. Steel Goodfellows Club project. Jack Parry, outdoor editor for the Gary *Post-Tribune* had the program in mind for a newspaper community service project.

When the two met at a Gary luncheon, and a Teen Hunters' Club shooting and hunting education clinic turned up as a subject for conversation, a cooperative project was born.

A phone call to the Sportsmen's Service Bureau brought the suggested format and necessary materials. Another phone call enlisted a crew of Northwest Indiana conservation officers to serve as instructors on the big day, along with members of the Goodfellows Pistol Club.

The Goodfellows-*Post-Tribune* Teen Hunter's Club differed slightly in format from most Teen Hunter programs. Since the date was set for Saturday of the Labor Day week-end, parents were invited to participate along with the youngsters, and a family experience was charted.

Scene of the Gary clinic was the beautifully appointed Goodfellow's Summer Camp, with it's 10-point rifle range, lots of open space for hand-trap thrown clay target shooting, and spacious clubhouse for the skull-session which precedes actual shooting activities in a Teen Hunter's Club clinic.

Genial host Ed Mitchell provided a good supply of door prizes, which were awarded at the close of the opening session in the Goodfellows main lodge.

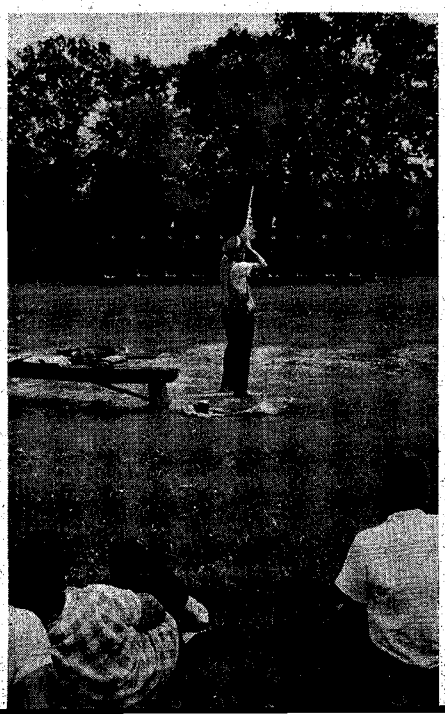
The day began with demonstrations and lectures on firearms knowledge, safe hunting practices, and explanations of game laws by conservation department personnel, followed by question and answer sessions.

After the classroom events, the youngsters and their parents adjourned to the rifle range, and fired 10 shots with the .22 cal. rim-fire rifle, under supervision of the instructors. Then all hands, youngsters and parents alike, got a taste of smashing moving clay targets. Marksmanship in this event was superb.

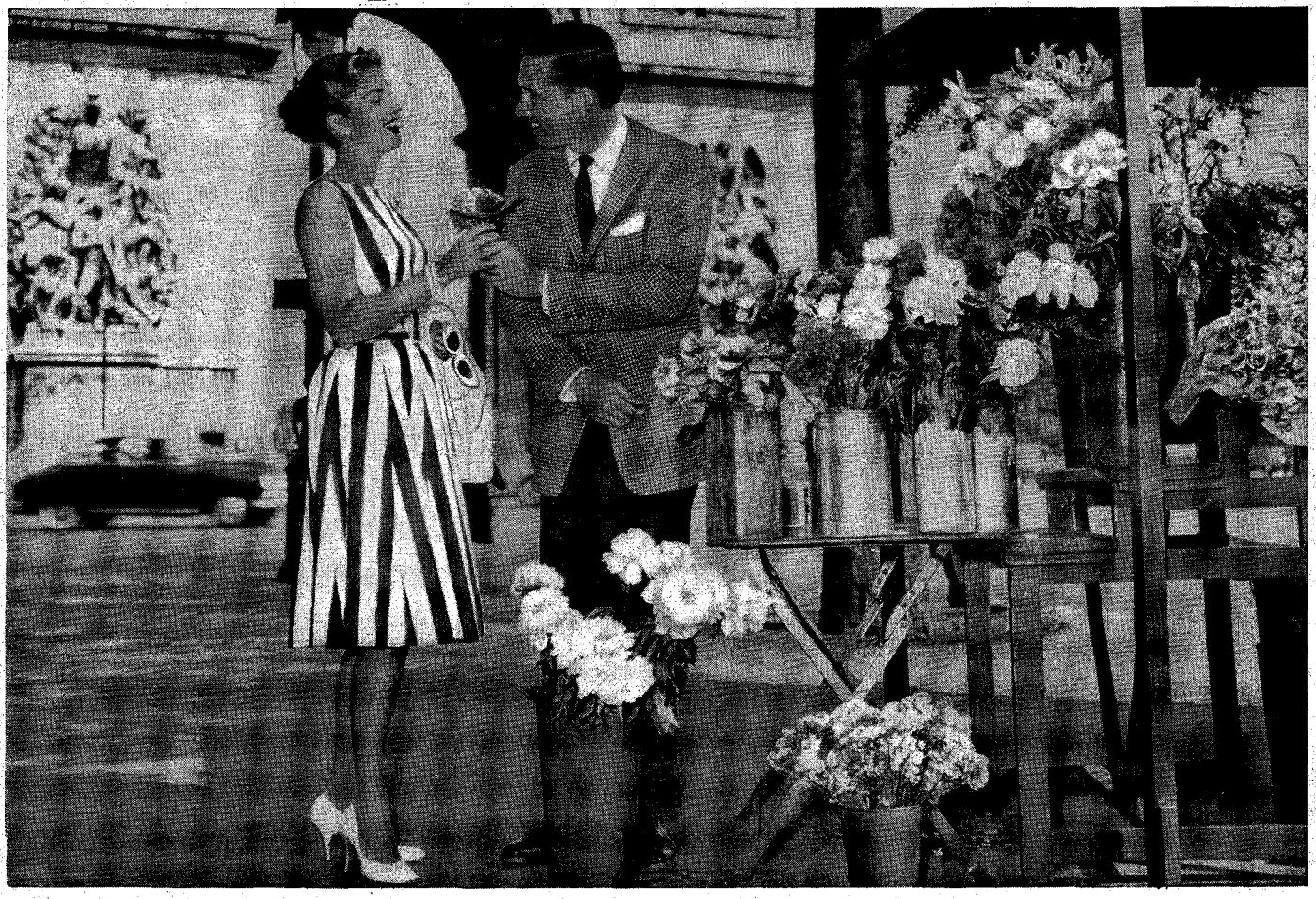
Your club can bring the best in shooting and hunting education, for safe and sane gun handling, to it's community by sponsoring a Teen Hunters' Club clinic. Full details can be obtained from Sportsmen's Service Bureau, 250 E. 43rd St., New York 17, N. Y.

RANGE PROCEDURES and safe hunting practices were explained (below) shotgun handling demonstrated (right) by Dick Miller, field representative of the Sportsmen's Service Bureau, who assisted in organizing and staging the Teen Hunter program.





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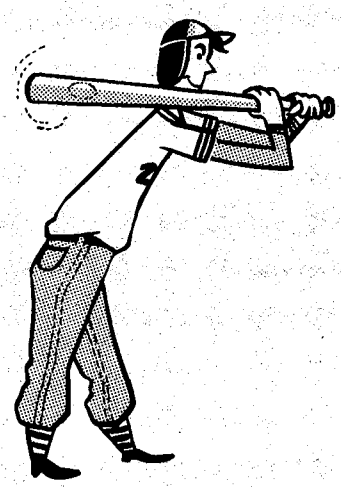
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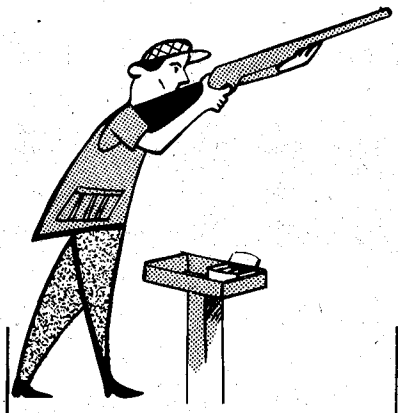




NATIONAL PARTICIPANTS*	5,400,000	7,840,000	7,925,000
INDUSTRY SPONSORSHIP**	92.9%	90.8%	27.9%
NATIONAL ASSOCIATIONS	U. S. Golf Assn. National Golf Foundation	Amateur Softball Assn.	American Amateur Baseball Congress National Baseball Congress
SOURCES OF OFFICIAL RULES	U. S. Golf Assn. 25¢	ASA, 12" fast and slow pitch, 75¢ Umpires Protective Assn., 16", 60¢	AABC Handbook, free NBC Guide, $1; rules only, 15¢
AIDS, BOOKLETS	Nat'l Golf Fdn.: nine activities aids and instruction booklets ranging from 50¢ to $2, plus materials for planning golf courses, aids for professionals and other data.	"How to Improve Your Softball," Athletic Institute, 50¢	AABC Umpires Hdbk (85¢), Scorer's Hdbk (50¢), Tournament Manual (85¢), Rules in Pictures ($10). "How to Improve Your Baseball," Athletic Institute, 50¢
INSTRUCTIONAL FILMS, SLIDES	Nat'l Golf Fdn.: "Beginning Golf," 35mm color slidefilm in sound or silent. Runs 37 minutes includes instructor guide and student handbook, $39.50 or rental	"Beginning Softball," Athletic Institute, 35mm color slidefilm, sound or silent, 390 frames on all phases. Sound version, $79.50 or rental	American and National Leagues of Professional Baseball Clubs has wide variety of instructional 16mm sound films available on free loan.
NATIONAL TOURNAMENTS	Mid-West Industrial Golf Tournament, Aug. 19-20, Lafayette, Ind.	Men's World: Sept. 15-24, Clearwater, Fla.; Women's World: Aug. 25-Sept. 2, Portland, Ore.; Industrial Slow-Pitch, Sept. 1-4, Toledo, O.; Open Slow Pitch, Sept. 1-4, Louisville, Ky.	AABC: Sept. 15-19, Battle Creek, Mich. NBC; opens Aug. 18, Wichita, Kan.
NEW RULES CHANGES	Penalty for hitting ball out of bounds reverts back to loss of stroke and distance. However, local course has option to adopt rule calling for one stroke penalty only.	Legal diameter of fast pitch bat has been increased from 2⅛" to 2½"	NBC will experiment with rule calling batter out after hitting three foul balls. Several AABC scoring rule changes.

. . . a guide to the sources of official rules, instructional materials and other program aids to help plan bigger, better employee sports activities









	18,000,000 (hunters)	25,620,000	Not available
	34.1% (all shooting programs)	40.4%	40.8%
ennis Assn.	American Trap Shooting Assn. National Skeet Shooting Assn. Sportsmen's Service Bureau	American Casting Assn. Sport Fishing Institute	The National Horseshoe Pitchers' Assn. of America
e, $2, rules only 25¢	ATSA, free NSSA, free	ACA: Fly & Bait Casting rules, 25¢;	NHPAA, free
rove Your Tennis," Ath- e, 50¢	Sportsmen's Service Bureau: "How You and Your Friends Can Start a Gun Club," $1, "Shotgun Sports," free. Other aids available from ammunition manufacturers.	Accuracy Bait & Fly rules, free ACA Tournament Manual, 50¢; Skish guide, free	NHPAA: Horseshoe Pitching Manual, 35¢; "Science at the Stake," 50¢
Tennis," Athletic Insti- color slidefilm in five $57.15 or rental		"Tournament Fly Casting," ACA, 16mm color and sound, 27 min., free loan. Wide variety of fishing films available at almost any film library.	
	Grand American Trap Shoot: Aug. 18-26, Vandalia, O.; NSSA World Championships: July 30-Aug. 5, Reno, Nev.; Armco Industrial Trap Shoot, Sept. 10, Middletown, O.	ACA: Aug. 10-15, Long Beach, Calif. NIRA Postal Fish-A-Rama	NHPAA: July 18-26, Muncie, Ind.
	No signficant changes	No changes	No changes









(From the top) ***Sports Night*** banquet attended by capacity crowd of 700, honored champion KPAA teams. ***KPAA executives,*** past and present (l-r), Clayton Benson, executive secretary, 1922-47; Carl Hallauer, first full-time KPAA employee (1914) and now Chairman of Bausch & Lomb, Inc.; and Joe Minella, current KPAA executive secretary. Benson, a past NIRA president, is now director of employee activities at Kodak Park. ***Diving*** equipment display was one of many exhibits by KPAA's 15 special interest clubs during "Activities Nights." ***Bowling champs,*** two of the 2,300 bowlers who entered the anniversary meet, received trophies from Bob Andrew, KPAA president.

50 years of recreation

Kodak Park Athletic Association commemorates its golden anniversary with a year-long program of special events

From 1910 to 1960, the Kodak Park Athletic Association has continually built on its enviable reputation as one of the oldest, largest and most outstanding industrial recreation groups in the nation.

Thus, an all-out celebration was in order when KPAA, the recreation organization at the Kodak Park Works of the Eastman Kodak Company, Rochester, N. Y., reached its golden anniversary.

To do the job right, the 13-member KPAA staff, headed by executive secretary Joe Minella, planned a year-long series of special events.

The golden jubilee attracted more than 45,000 Kodak people as spectators or participants and highlighted these activities:

- *Spring Show* drew more than 33,000 at 18 performances running from April 1-9 at the company's recreation center. Variety acts featured top-name professional entertainers.
- *Bowling tournament* with 2,300 participants and $5,500 in cash prizes was largest in KPAA history. Fourteen of Kodak Park's 20 lanes were reserved on successive weekends from April 18 to May 4 for the 400-plus men's teams and 60 women's teams competing.
- *Hole-in-One tournament* at Kodak Park's athletic field attracted 750 hopefuls in August.
- *Sports Night* banquet in October featured major league pitchers Bob Turley of the Yankees, Milt Pappas of the Orioles and Johnny Antonelli of the Indians who presented trophies to championship KPAA athletic teams.
- *Activities Nights* attracted thousands of KPAA members and families to the Kodak gym on Nov. 4 and 5 to see special demonstrations and exhibits which dramatized the skills of KPAA's 15 special interest clubs, including water sports, skiing, radio, garden, pistol, dramatics.
- *Other events* in the celebration included special KPAA nights watching Rochester's professional hockey and baseball teams and a pro football game excursion to New York City. The Eastern States Table Tennis Tournament, the Northeastern Logging Assn. championships and an eight bout amateur boxing card were also brought in as part of the year-long program.

As a memento of the anniversary year, KPAA distributed souvenir ashtrays to its 20,000 members.

For 50 years, KPAA has lived up to the purpose set down in the handwritten minutes of its first meeting: ". . . to promote all kinds of sports and social activities both indoor and outdoor as its members may wish."

HALF CENTURY OF PROGRESS

Four hundred members were recruited after that meeting in 1910 for a program that included bowling, softball, clambakes, a dramatics club and smokers which featured boxing and wrestling matches.

In the half-century since then, the program has grown to 50 men's and 14 women's bowling leagues, two noon-hour softball leagues, five twilight softball leagues consisting of 38 teams, three basketball leagues and 23 departmental golf leagues.

KPAA also sponsors a summer softball program for 2,000 Rochester-area youngsters and bowling and tennis programs for children of KPAA members.

Nor are the Kodak Park retirees neglected. They have a full slate of activities that includes foreign and domestic tours, bowling, golf, card parties and picnics. A room in the recreation center is reserved for them.

KPAA, which had no facilities 50 years ago, looks forward to the future in its new home, the Eastman Kodak Recreation Center. With 300,000 sq. ft., the center includes a gym, auditorium, meeting rooms, shooting range and other facilities.

NEW NEW NEW

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2 WEEKS EUROPEAN EMPLOYEES TOUR

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Treat your employees and club members to a low cost European tour -- now available to them for the *first time*

Tour No. 1 5 countries—2 weeks. Departures every Sunday, June through September. New York, Manchester, Stratford-on-Avon, Oxford, London, The Hague, Amsterdam, Cologne, Bonn, the Rhine, Black Forest, Lucerne, Paris.

$595 includes trans-Atlantic Jet, hotels, meals sightseeing, travel in Europe, conducted thruout, tips.

Tour No. 2 10 countries—3 weeks. Belgium, Luxembourg, Germany, Switzerland, Liechtenstein, Austria, Italy, Monaco, France, England—New York, Brussels, Cologne, Bonn, Rhine, Black Forest, Lucerne, Vaduz, St. Anton, Venice, Padua, Genoa, Monte Carlo, and French Riviera, Paris, London, Oxford, Stratford.

$695 includes same terms as Tour #1.

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Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

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"...the more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do"—Disraeli

National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.

RM RECREATION ROUNDUP

New Plan Beats Charter

Unlike their big company cousins, employees of smaller firms have been left at home during the big rush to foreign vacationlands made possible by low-cost air charters.

Most small companies have been unable to interest enough employees and immediate family members to fill an airplane and thereby qualify for charter rates. Without a charter, costs have been prohibitive.

To overcome the problem, a new no-charter foreign travel plan has been developed at rates comparable and, in some cases, lower than typical charter tours. The plan offers a choice of two standard tours: one, a two-week tour of five European countries and 13 major points of interest for a total cost of $595 per person; or, three weeks in 10 countries and 18 cities for $695.

In addition to opening up low-cost European travel for small groups, the plan also eliminates the need to meet other charter restrictions on passenger eligibility. Now the group traveler can invite his next-door neighbor or his mother who lives in Podunk. For a large company, employees of all branch plants can participate despite their location or overall company size.

Using regularly scheduled jet-airliners, the promoters of the plan, Lanseair Travel Service, Inc., is able to



ROD & GUN CLUB family fish fry at Thompson Ramo Wooldridge, Inc., Cleveland, featured "East African Safari" slides and narration by R. S. Livingstone (r), TRW vice president of human relations. Getting a sneak preview: Ben Kozman (l), TRW recreation director; and Don Neer, NIRA executive secretary.



1961 CHAMPIONSHIP of the six-team Chemical Valley Hockey League in Sarnia, Ont., was captured by Polymer Corp., Ltd. employee squad. The distinguished gentleman in the first row wearing galoshes instead of skates is recreation director Jim Charrington. Dow Chemical Co. was runner-up.

offer the substantial savings over the conventional price by making special arrangements for the land portion of the tour including meals, hotels and special activities.

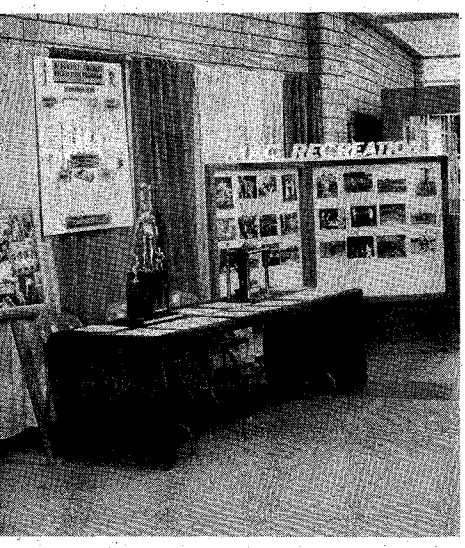
Junior Bowler Instruction

The second of two bowling instruction periods has reached the half-way mark for children of North American Aviation employees in Columbus, O.

Each session runs for 11 weeks, beginning with a free junior bowling clinic and finishing with a tournament, trophy presentation and ice cream and cake celebration.

Following the opening clinic, the youngsters are formed into a 10-team league and bowl in competition for the 10 weeks before the season's tournament finale.

The program is sanctioned by the American Junior Bowling Congress which provides a qualified instructor to discuss and demonstrate fundamentals.



INDUSTRIAL RECREATION was on display at the recent 1961 Midwest Sport and Boat Show in St. Louis. The exhibit, above, prepared by the McDonnell Athletic Club of McDonnell Aircraft Corp. highlighted action photos of the group's comprehensive program, sample literature and organization.

Mystery City Contest

To add a touch of intrigue and excitement to employee vacations this summer, recreation directors can capitalize on a unique idea developed by the Forecaster, employee publication of Union Carbide Chemicals Co. in Texas City, Texas.

The Forecaster selected a mystery city in each of the 50 states and urged its vacationing readers to send in postcards. Every card postmarked from one of the cities was declared a winner.

Announce Mid-West Golf Dates

The 16th annual Mid-West Industrial Golf Championships will be held in Lafayette, Ind., Aug. 19 and 20 at the Purdue U. golf course.

As in the past three years, teams and individuals will be classified into three divisions according to average scores. Team entry fee: $20.

For details, contact Ray Detrick, tournament secretary, The Goodyear Tire & Rubber Co., Akron 16, O.



ALL PURPOSE ROD CASTS LURES FROM 1/8 TO 3/4 OZ. EASILY

Amazing Fishability! New fast taper design provides "self adjusting" action to cast a wide range of spinning lures, and progressive power to hook and land the gamest fish. This spectacular versatility is derived from Shakespeare's exclusive method of laminating thousands of parallel glass fibers, straight and continuous from the small diameter tip to the swelled butt. Result; unparalleled lightness and power! **No.1426** Spin Wonderod. White with black and red extended winds. Fixed screw-locking reel seat, Stainless Steel Guides with Carboloy top. 6'6" or 7' **$24.95** Also **No.1422** (same as above, but with sliding reel seat) **$24.95**

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Double-bilt with (1) a reinforcing glass fiber cylindrical wall on the inside and (2) thousands of parallel glass fibers on the outside for strength. It's this exclusive Wonderod process that leaves the famous spiral markings—*visible trademark* of Wonderod quality. *© By Shakespeare Co., 1959*



FREE FISHING CATALOG

You will enjoy this new big catalog "Successful Fishing with Shakespeare Tackle," showing the newest in reels, rods, and lines. Plus pocket fishing calendar showing best days to fish.

SHAKESPEARE CO., Dept. RM-4, Kalamazoo, Mich.

Please send me absolutely FREE your big new tackle catalog and 1961 fishing calendar.

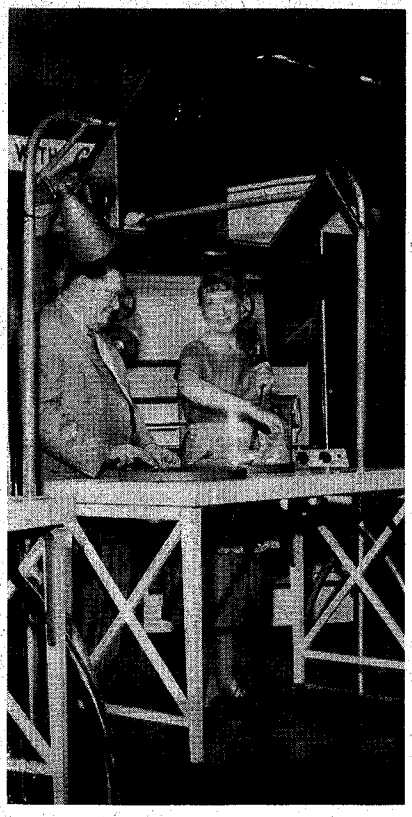
Name_____

Address_____

City_____ Zone____ State_____



Grand prize in a special drawing at the Motorola cooking show was this deluxe Caloric gas range. Wally Dowswell (r), Motorola's recreation director, congratulates the surprised and happy winner. Other prizes were handed out as the guests sampled the samples prepared in the demonstration.



Home service supervisor for the Chicago gas company which conducted the Motorola cooking show helps draw the prizewinners. Note the use of large mirrors above the demonstration table and range (rear) to give all spectators a good view.

What's cookin'?

An appetizing diet of cooking demonstrations and contests hits the spot in many programs

Whether it's a full-fledged cooking club, a series of cooking lessons, a one-shot demonstration or a pie-baking contest tied in with the company picnic, more and more recreation directors are discovering that what may be kitchen drudgery to some is an interesting, enjoyable recreation to many others.

Such is the case with Wally Dowswell, recreation director at Motorola, Inc. in Chicago.

Interested as a result of a good turnout in a baking contest held in conjunction with his Christmas-time Holiday Fair, Dowswell made arrangements for a cooking demonstration.

275 PLUS MEN

The results were outstanding. More than 275 women employees turned out for the show plus a small, but surprising number of men.

The show was a professional production in every respect. Staged by the Peoples Gas Light and Coke Co. and General Outfitting Co., an appliance dealer, a variety of cooking and food preparation techniques were demonstrated by Peoples' home service supervisor and her assistant.

The two experts had a busy night as the interested spectators watched them make coffee cake from frozen dough, rotisserie leg of lamb, broil lobsters and prepare jello moulds, snack trays and relish trays. An added "Dress Up Time" session demonstrated the use of garnishes to make the food look as delectable as possible.

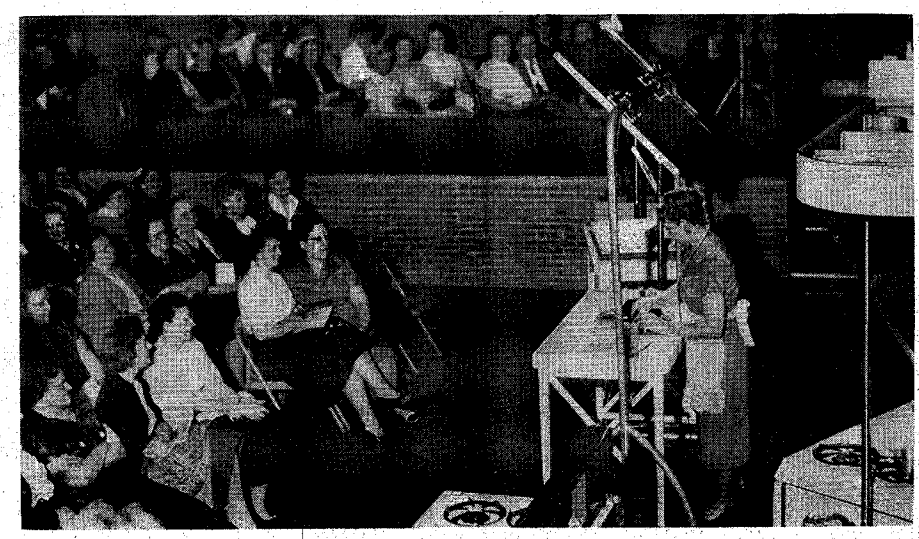
At the end of the evening the food was given away to the audience, but the highlight was the drawing for the door prize: a deluxe gas range.

DIRECTOR'S DREAM

To the recreation director, however, an important feature of such an event is its relative simplicity.

In most medium and large cities, gas, light and power companies and some food companies have standard cooking demonstrations that they can give to any type of group. This relieves the director of the program planning phase of the activity.

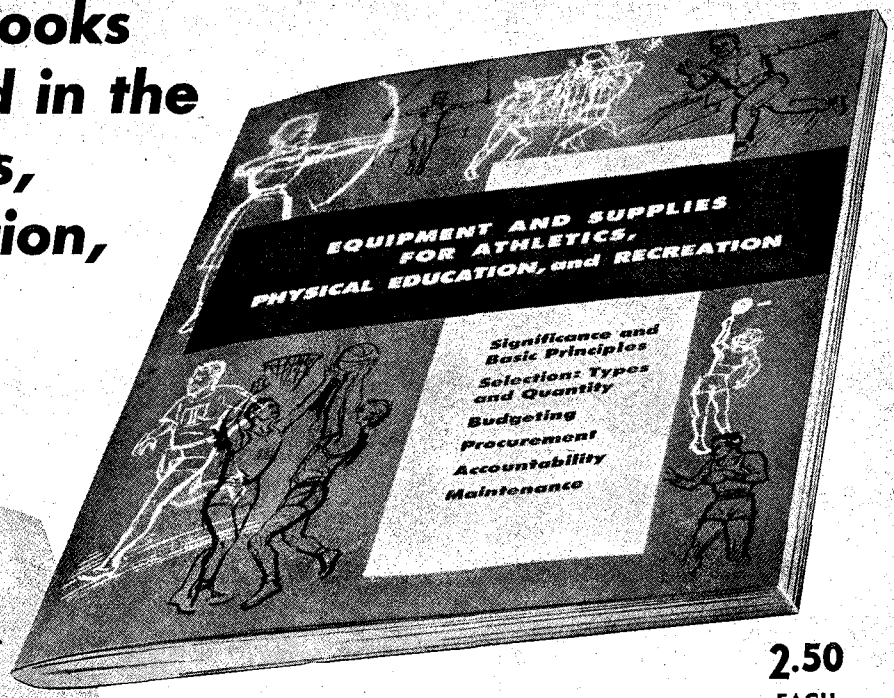
Most demonstrations are similar to that given at Motorola by Peoples Gas, but specialized variations such as gourmet cooking, beginning lessons, cooking for two, etc. are also frequently available. A one hour lecture-demonstration is standard and most companies want a guarantee of 50 to 100 spectators.



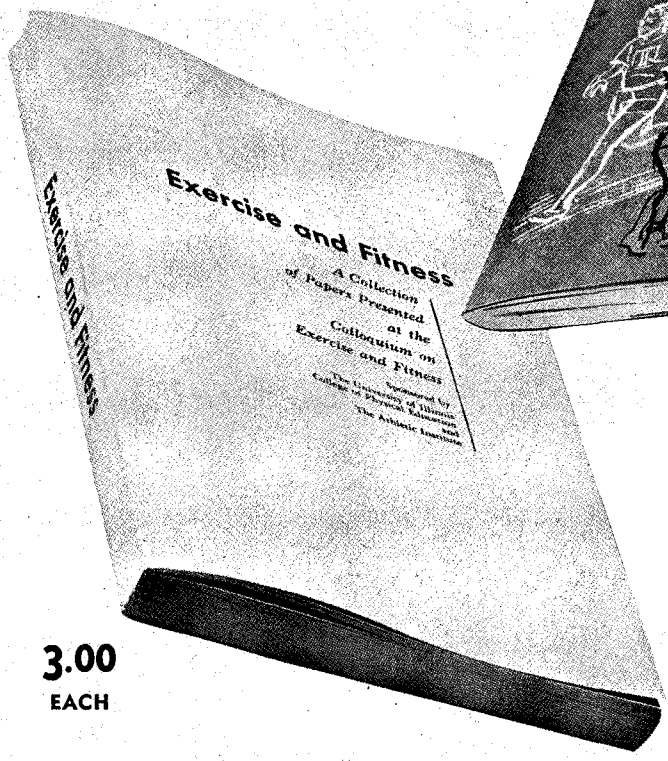
Large crowd of approximately 275 women plus a sprinkling of men who also appreciate good cooking hints attended the demonstration. A local appliance firm set up a model, modern kitchen complete with refrigerator, sink, cabinets and range for the demonstration.

The results of 2 national Workshops . . .

2 gr-at new books . . . long needed in the field of athletics, physical education, and recreation



2.50
EACH



3.00
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EXERCISE AND FITNESS

Eminent authorities in the fields of physical education, physiology, nutrition, medicine, and psychology met at the Colloquium on Exercise and Fitness, sponsored by the University of Illinois College of Physical Education and the Athletic Institute, for the purpose of correlating research from several fields on the effects of training on the human organism. The result is this new, 248 page book—EXERCISE AND FITNESS—a landmark in the search for means of preventing or retarding the physical deterioration that has accompanied man's 20th Century retreat from manual labor.

EXERCISE AND FITNESS is a compilation of twenty papers, along with summary, which were presented to the distinguished members of the Colloquium. Included in the work are such titles as "Exercise and Heart Disease—Related Fields for Research," "Exercise, Fitness, and Aging," "Some Psychological Correlates of Physical Fitness and Physique," and "Exercise, Fitness and Weight Control." Essentially the book reviews the effects of exercise on fitness, with a focus on humans, adults, and hygiene, rather than, but not excluding, animals, children, and therapy. It includes both basic and applied research presentations.

Students, researchers, physical educators, doctors, and others will find this text of singular importance.

EQUIPMENT AND SUPPLIES

The Athletic Institute and the American Association for Health, Physical Education, and Recreation co-sponsored a national workshop, composed of outstanding men and women leaders engaged in the conduct of athletic, physical education, and recreation programs, as well as specialists engaged in designing and manufacturing equipment and supplies. Also included among the workshop delegates were school administrators, representatives of state departments of education, and various national consultants.

The result of the workshop is this 104 page book containing chapters on the following: "Significance and Basic Principles," "Selection: Types and Quantity," "Budgeting," "Procurement," "Accountability," and "Maintenance." The material in the manual is based on the reports developed by the Workshop discussion groups. Helpful references and sources of additional information and material are included. Pictures, graphs, charts, have been used to illustrate particular features. The basic purpose of this manual is to facilitate the purchase and use of equipment and supplies in such a manner as to achieve maximum participation, and assure the fullest benefits from programs of athletics, physical education, and recreation.

This manual is designed for use as a textbook for such courses as "Organization and Administration," and "Planning of Facilities and Equipment." It is a valuable reference source for courses dealing in various aspects of sports and athletics. It should be included in the professional library of school administrators; administrators and teachers of athletics, physical education, and recreation; coaches; planning consultants; purchasing agents; manufacturers of equipment and supplies; and others in need of practical information concerning these areas.

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This seal, pridemark of the Athletic Institute, identifies its members!

THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

Helms Award Deadline

Competition for industrial recreation's most distinguished honor closes April 20.

By that date, all entry forms and supporting documents to be judged in the third annual Helms Industrial Recreation Awards Program must be on their way to NIRA headquarters.

All companies entering the competition will be classified into five divisions based on number of employees. From each of the five divisions, judges will select the company with the most outstanding industrial recreation program. The five winners will then compete against each other to determine the 1961 recipient of the Helms Industrial Recreation Award.

The industrial award, co-sponsored with NIRA, is one of several internationally famous award programs conducted by the Helms Athletic Foundation. Of these, the Helms Athlete of the Year Award, the Helms Hall of Fame and the Helms World Trophy are perhaps the most famous.

NIRA entries will be judged on seven points: program, facilities, organization, financing, leadership, contributions to NIRA and industrial recreation and general achievements during calendar year 1960.

Postal Shooting Deadline

Industry's third annual postal rifle and pistol contest enters its last month of competition as the firing deadline of April 30 rapidly approaches.

Co-sponsored with NIRA by the National Rifle Assn., the contest is open to any employee of a NIRA member company. Official entry forms have been mailed, but additional copies may be obtained by writing NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Competition is open in eight different matches, team and individual .22 caliber rimfire and CO_2 gas-operated rifle and pistol.

National and regional champions will be named in all eight matches and trophies will be presented at the 20th anniversary NIRA Conference and Exhibit, June 11-14, in Chicago.

Entry fee is $1 per individual and $4 per four-man team.

Regional Meetings

A three-day conference, two-day workshop and a luncheon session brought the total of NIRA regional meetings to seven since the National Conference was held last May:

▶ *Western Conference*, Feb. 24-26, Long Beach, Calif. The key address (" . . . planned industrial recreation is beyond a doubt a potent contributor to plant morale and is reflected in more and better production.") by John B. Clark, director of industrial relations for Norair Division, Northrop Corp., highlighted a packed three-day agenda for NIRA's 11th Western Conference.

Attended by 105 industrial recreation directors, the Western rented exhibit space for the first time in its history and sold out its 12 booths. Newt West, personnel director of Helms Bakeries and NIRA Region VII Director served as chairman.

▶ *Industrial Recreation Workshop*, Feb. 18, 19, Turkey Run State Park, Ind. Sponsored by the Indiana State NIRA Committee, the two-day Turkey Run Workshop was a highly successful give-and-take seminar discussion of recreation problems and solutions.

▶ *Seattle-NIRA Luncheon*, March 7, Seattle, Wash. Discussion of the importance of industrial recreation functions and the benefits of NIRA services headlined a special luncheon meeting of 35 Seattle area industrial recreation directors. NIRA president Oskar Frowein was key speaker.



VISITING the Helms Athletic Foundation in Los Angeles, NIRA president Oskar Frowein (l) of Republic Aviation admires the Helms World Trophy with Bill Shroeder, managing director. Helms also sponsors NIRA's annual Industrial Recreation Achievement Award.

NIRA WESTERN CONFERENCE dignataries line-up behind podium: (l-r) Don Neer, NIRA executive secretary; Harry Clark, Nortronics; John B. Clark, Norair; Oskar Frowein, NIRA president, Newt West, Helms Bakeries.



GO to ChicaGO

Challenged to match the outstanding program at Detroit last year, members of NIRA's 1961 Conference Planning Committee have gone all out to make NIRA's 20th anniversary session in Chicago a smash success.

The Conference agenda, virtually completed, concentrates on penetrating and comprehensive treatment of timely recreation management matters. Predicted show-stealers will be an analysis of purchasing practices and a probe into the ethics of frequent changes in bowling establishments, excessive prizes and methods for awarding league contracts. Other highlights will include a study of park policies, vending operations, retiree activities and "live" sports demonstrations.

RESEARCH REPORT, from page 10

Showing the same pattern as the responses to the statements on costs, only in Company C do the majority of employees making a decision agree that their program does not offer enough activities and that only a few employees are interested. Company C's poor showing, however, is mitigated to some extent by the fact that many of its younger employees do not have the opportunity to participate in the program because of the nature of their jobs.

Facilities. *The recreation program of my company needs more facilities:*

	Company A	Company B	Company C	Company D
Agree	30%	30%	46%	46%
Disagree	36	20	8	19
Undecided	34	50	46	35

The quality of the recreation facilities provided by my company is the the best in the community:

	Company A	Company B	Company C	Company D
Agree	37%	16%	5%	18%
Disagree	12	20	44	29
Undecided	51	64	51	53

Of those making a decision, only in Company A, which has the highest participation, did a majority feel that their facilities were the best in the community and that there was no need for more.

With this exception, the replies did not follow the same clear-cut pattern as they did to the previous statements.

In the Twin-Cities area, most employees are unaware of the recreation facilities provided by other companies as indicated by the large number of employees expressing no opinion in regard to the second statement.

Outside Opportunity: *There are few recreational opportunities available to me outside the recreation program of my company:*

	Company A	Company B	Company C	Company D
Agree	54%	48%	47%	60%
Disagree	32	24	25	24
Undecided	14	28	29	16

Public and commercial recreation leaders in the Twin-Cities may well be deeply disturbed over these results which show that industrial recreation is by far the leader in providing recreation opportunities for adults.

The low percentage of "undecided" and the preponderance of employees agreeing with the statement leaves no doubt about the importance of the role performed by industrial recreation programs.

Leadership. *I like the leaders of the recreation program of my company:*

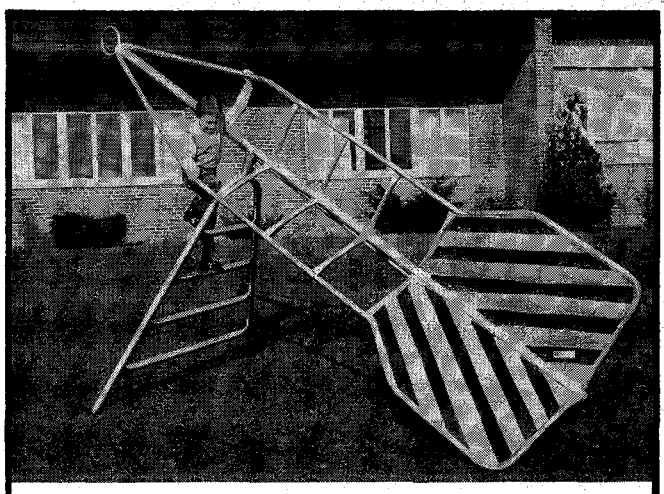
	Company A	Company B	Company C	Company D
Agree	55%	27%	25%	50%
Disagree	3	2	2	7
Undecided	42	71	73	43

The leaders of the recreation program of my company make people want to participate in the program:

	Company A	Company B	Company C	Company D
Agree	45%	25%	15%	31%
Disagree	8	9	17	22
Undecided	47	66	68	47

The programs at Company A and Company D are administered through an employee recreation association consisting of elected officers. The advantages of this system are dramatically shown by the responses to these statements on leadership. The high percentage of employees expressing no opinion at Companies B and C would indicate that they have had little contact with the program leaders.

NEXT MONTH: Reasons for Non-Participation



GAME-TIME'S NEW

ROCKET CLIMBER

An exciting climber that lets small tots share in "space age" adventure. All-welded steel construction, and the all-welded "launching support" bolts easily to the rocket itself. Frames are galvanized and finished in weatherproof aluminum finish, while the colorful tail fins are in red and white Grab-tite coating. The overall length is approximately 12' 6" and the height of the nose ring is 7' 6". For permanent installation. Here's the perfect climber for junior "astronauts"! Price $179.00.

Write for free literature on Game-time's complete line of playground, park, and sports equipment.

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"The more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do." The exchange of information is worth countless hours of study. It saves painful trial and error. Why stand alone when you can benefit from others who have already solved problems similar to yours? Why stand alone when you can have at your finger tips special research, consultation service, a reference library, news of the latest developments and trends. Use the services of the National Industrial Recreation Association.

WHY

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Doug Salsbury ..... Member, Board of Directors
Bob White ..... Member, Board of Directors
Bob Utter ..... Club Manager

Seventy employees of the Boeing Seattle Aero Divisions are members of the Boeing Employees' Rifle and Pistol Club. Since 1954, the Boeing Club has conducted an active shooting program of rifle and pistol leagues, training courses and informal target practice.

League shooting enables new and experienced shooters to overcome the "pressure" often associated with competition. By providing practice under match conditions, league shooting prepares club members to fire in tournaments where competition is keen. In addition to league activities, the club conducts training sessions on the proper and safe use of firearms and the development of shooting skill.

NRA is proud of its association with the Boeing Airplane Company and its employee rifle and pistol club. We salute both the club and the employer.

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company can sponsor a NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.

RM INDUSTRY ITEMS

Holiday Trend

A rise in the number of paid holidays was the most marked trend revealed by a comparison of the National Office Management Assn's 1951 and 1960 surveys of office practices.

The number of firms granting seven paid holidays has doubled in the last decade with the percentage of firms giving eight days jumped from 7% to 17%. Less than one-third of the companies granting six days in 1951 did so last year.

Ice Fishing Increase

An aerial census of lakes in the Minneapolis-St. Paul area indicates that ice fishing has grown surprisingly in the past few years.

Counts of angling and spearing houses from the air show an increase of 61% since 1958 according to the Minnesota Dept. of Conservation.

Lake Minnetonka's 14,000 acres were covered with 2,125 fishing houses this winter representing the heaviest concentration in the area.

Although the over-all upward trend is levelling somewhat with a 9% increase from 1960 to 1961, Conservation Dept. biologists look for continuing growth and increased competition.

They conclude, "At present comparative rates of increase, it is believed that many of these lakes may soon provide more recreational hours to the winter ice fisherman than they do to the summer angler."

Use Boat Taxes for Boaters

To meet the demand for additional marinas, small boat launching ramps, yacht basins and other pleasure boating facilities, the Outboard Boating Club of America has proposed using state marine fuel taxes as a painless way to finance construction.

A marine fuel tax is defined as the tax on gasoline imposed by state and Federal governments on fuel used in



NITE GOLF is made possible on this 1,000 yd. short course in North Carolina using only 66 of General Electric's new Quartzline 1500-watt lamps mounted on 12 poles at 30 ft. height.



water craft. Two-thirds of the states grant refunds of the state tax since they are generally used to pay for highways.

However, authorities estimate that 85% of the taxes paid on marine fuel are not claimed as refunds.

The OBC recommends that the marine tax revenue be placed in a Waterways Trust Fund to provide boating facilities just as municipalities and other agencies have long built golf courses and swimming pools.

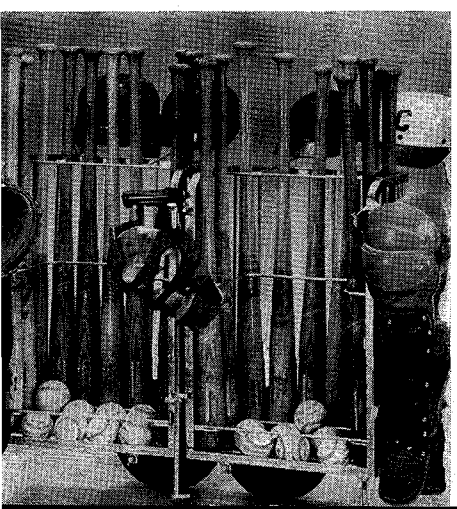
Based on 1959 fuel consumption estimates, the OBC computes marine tax revenue to be in excess of $30 million annually.

Details of the OBC proposal and its solution to collection and administration of the funds are outlined in a free booklet, "Financing Boating Facilities by Use of State Marine Fuel Taxes," which may be obtained by writing Government Relations Dept., Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill.

Babe Ruth League Booms

Samuel M. Welch, new Babe Ruth League president, had good cause for optimism when he stated recently, "We have come a long way, over a lot of hurdles, and have survived some pretty hard bumps . . . I sincerely believe now we are coming out of the woods and into a very bright future."

Backing Welch's statement is the League's phenomenal growth record. Since its conception in 1952, the number of Babe Ruth players has multiplied 30 times from 4,110 boys to last year's 130,000.



BAT BOY is unique method for storing baseball equipment. Unit can be folded and rolled away on pneumatic tires. Priced at $49.50 by Leflar Enterprises, 1426 S.W. 2nd Ave., Portland, Ore.



Old John had the right idea



It's unwise to pay too much . . . but it's worse to pay too little. When you pay too much, you lose a little money . . . that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot. It can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better.

—JOHN RUSKIN

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HELP WANTED

Male, unattached, between ages 35-55. Salary $3,600 plus full maintenance to start. Right person can eventually assume major responsibility operation of home for aging blind. Must have good background of recreation or related experience in institutional or agency setting. Permanent position, fringe benefits. Burrwood Industrial Home for the Blind, Arthur E. Copeland, Director, Cold Spring Harbor, Long Island, N. Y.

POSITIONS WANTED

Recent college grad with major in recreation. Qualified instructor in sports, handicrafts, cultural activities. Military oblig. fulfilled. Military and YMCA recreation experience.
CP25—RECREATION MANAGEMENT

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

SOFTBALL STARS feel they are going to bat right when they bat



RM THINGS TO WRITE FOR

Institute Films Now on Rental

The Athletic Institute's popular instructional slidefilms, covering 24 sports subjects, are now available on a rental basis from three branch offices of Ideal Pictures Corp.

Rental fees per subject will range from $2.50 to $3.50 plus return shipping costs. Previously, the 35mm sound and color slides were available only for purchase at costs ranging from $20 to $75.

The series covers most major sports plus archery, camping, lifesaving, volleyball and many others. For additional information, contact any of these three offices:
Ideal Pictures Corp., 233 W. 42nd St. New York 36, N. Y.—58 E. South Water St., Chicago 1, Ill.—1840 Alcatraz Ave., Berkeley, Calif.

Camp Directory

More than 2,900 children's camps are listed in the 1961 edition of the American Camping Assn.'s *Directory of Accredited Camps.*

The Directory lists the camps alphabetically by states and includes a brief description of facilities, season, prices and sponsoring organization.
American Camping Assn., Martinsville, Ind., $1 plus 9¢ postage

New Free Film Catalog

The new 1961 spring and summer catalog issued by Modern Talking Picture Service lists more than 350 film titles made available on a free loan basis by commercial, industrial and financial firms.

Titled *Pocket Guide to Free Films,* the catalog is published twice a year to list new movies as well as to re-offer titles already available. Many of the film titles pertain to recreational interests.

Most of the films are in full color, all are 16mm-sound varying in length from 15 to 30 minutes. The catalog also lists the addresses of Modern's 30 film libraries located throughout the country.
Modern Talking Picture Service, 3 E. 54th St., New York 22, N. Y.

Sports Equipment Catalogs

Covering virtually every type of sports equipment made, three 1961 catalogs have recently been released by Wilson Sporting Goods Co.

The Spring and Summer, Gateway to Golf and Tennis, and Fall and Winter books feature full ordering information in easy-to-read form for purchases of team equipment and uniforms.
Wilson Sporting Goods Co., 2233 West St., River Grove, Ill.

Animal Lovers

Eleven new government publications on animal raising for hobby or profit have been made available through the U. S. Government Printing Office. For details, write:
Supt. of Documents, Govt. Printing Office, Washington 25, D. C.



Teamwork



promotes teamwork

Plan your employee bowling program now — and make sure it's an AMF-equipped Bowling Center.

Why employee bowling?

- All employees can participate. Bowling's easy to learn ... invigorating but not strenuous.
- Sure-fire popularity. Bowling is today's most popular participation sport.
- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMF extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
- Superb facilities. AMF-equipped centers offer ultra-modern equipment, luxurious surroundings, delightful refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up your bowling recreation program—easily and economically. See him soon, and get the ball rolling.

AMF PINSPOTTERS INC.

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AMF BUILDING • 261 MADISON AVENUE, NEW YORK 16, N. Y.

BOWL WHERE YOU SEE THE "MAGIC AMF TRIANGLE" T. M.

recreation and its director must have

UNQUALIFIED SUPPORT

from top management

Planned industrial recreation is beyond doubt a potent contribution to plant morale and is reflected in more and better production.

Most enlightened industries today have accepted this fact and provide their personnel with adequate recreation facilities and leadership.

We pay good money for our company programs—good hard cash laid on the line every month of the year. And for this hard cash, burden, overhead—call it what you will—industry expects and is getting big dividends.

A modern company of any size is in itself a complete city made up of many levels of society. Take the aircraft industry for example. Each plant runs almost the entire gamut of human existence. We have machinists, mechanics, bookkeepers, lawyers, doctors, bakers, artists, engravers, chauffers, lens grinders, normal and impaired workers—people of all nations, colors and creeds.

With all these people, the tools they work with and the things they build, we become a city—a section of society finely instrumented to our manufacturing objective.

Recreation activities are a firmly established part of this enterprise. As such, they must be completely in step with industry's objectives.

Generally, as the industrial recreation program performs it duties, management wishes it to reflect the spirit of the company and the spirit of the people in the company. And when I say people, I mean all the people from the president right on down to the newest trainee. We demand that our programs have a sincerity of purpose and an integrity of policy.

Any industrial recreation program if it is to reach its greatest effectiveness must have the unqualified support of top management. Here is a showcase through which management's attitude is visible: its attitude toward people.

Too often in the past, well meaning management bodies gave their blessing to plant recreation programs, but their attitudes were expressed only by mild compliance and patient sufferance.

This type of management approved the hiring of a recreation director and then allowed him to be placed in a remote position on the supervisory ladder, a chartwise appendage to some other function considered more important—a misguided fellow of the sweatshirt-and-whistle variety who was expected to turn his genius on the unsuspecting and often unwilling and go out and win games for dear old Schmoe, Incorporated.

By comparison, the planned recreation and welfare program of today calls for leadership beyond the scope of the team coach. At Northrop, I am glad to say, our program is in the capable hands of a man of multiple talents. His management backing is clearly indicated on the supervisory chart where, as manager of personnel activities and services, this man shares equal prominence with the chiefs of labor relations, personnel, wage and salary and the medical director. This is modern management's attitude.

Yes, the recreation director of today has multiple duties to perform—a far cry from his predecessor of the past who kept score and blew a whistle.

Recreation, like all other parts of a business enterprise, must strike no discords in the working harmony so necessary to feed the iron will of American production. During periods in our plant history when we enjoyed greatest participation in our recreation programs, we also chalked up those important production records.

When people are given the opportunity to play together, when fellowship opportunities are offered them, it might be expected that they will work well together on the line.

Those facts have been proved.

John B. Clark
Director of Industrial Relations
Norair Division, Northrop Corporation



Mr. Clark's remarks have been condensed from his address at the 11th annual NIRA Western Conference, Feb. 24-26, Long Beach.

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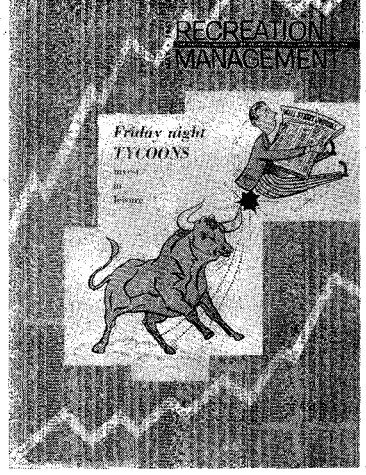
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Friday Night Tycoons



invest in leisure

Amateur investors reap double dividends by pooling money and investing leisure time in one of America's fastest growing hobbies

Nine years ago they said it would be a passing fad. Today, more than 20,000 investment clubs, each with an average of 15 members, invest a total of $4 million every month in common stocks.

All told, these 277,000 amateur tycoons own some $160 million in stocks by pooling their $10-$15 a-month individual investments. In addition, new clubs are growing at the rate of 150% every two years.

In the short space of nine years the investment club idea has grown into a world-wide medium for investment education. It is successfully challenging the theory that common stock investments are entirely for people of substantial means. Two-thirds of America's 8,630,000 shareowners have household incomes of less than $7,500 a year.

A LESSON IN AMERICANISM

The stock market gives the secretary, engineer, foreman, shipping clerk, or security officer an opportunity to participate in the growth of America. Business and industry takes on new meaning when you are a stockholder.

Capitalism can only exist if equity money is made available to business—small, medium and large in all areas of this nation. Capitalism will work better if most of our people: (1) understand investing, (2) are educated to invest successfully, and (3) intelligently provide capital to expanding industries.

Purchase of stocks provides an answer to the reduced buying power of the dollar, and is indispensable in any balanced, long-range investment pro-

Representative Leisure-Time Stocks

Company *(Principal lines of business)*	*Earnings Per Share* 1960	1959	1958	1957	1956	*Price Range* High	Low	*Price* 4-1-61	*Dividend*	*% Yield*
American Express *(travel services)*	*E*2.02	1.91	1.71	1.56	1.44	81¾	29⅛	60¾	1.20	2.0
Amer. Mach. & Fdry *(bowling, sptg gds)*	*E*3.15	2.52	1.66	1.76	3.03	115	14½	113¼	1.37	1.5
Bell & Howell *(photo equip.)*	*E*1.45	1.33	.49	.99	1.15	74⅜	13⅜	60⅜	.40	.6
Black & Decker *(power tools)*	2.38	2.23	1.58	2.70	2.59	71	17⅞	50	1.60	3.6
Brunswick Corp. *(bowling, sptg gds)*	2.28	1.71	1.02	.73	.41	104¾	5¼	64⅛	.32	.7
Eastman Kodak *(photo equip)*	3.30	3.24	2.57	2.55	2.45	136¼	36	114	2.04	2.0
Hammond Organ *(electric organs)*	*K*2.06	*E*2.07	1.43	1.54	1.64	47¼	24¼	31⅞	1.37	4.2
Lionel Corp. *(toys, fishing)*	1.35	*D*1.15	*D* .66	.11	—	47¼	9⅝	34¾	*Y*	—
Meredith Pub. Co. *(hobby books)*	3.34	3.28	2.97	3.59	3.14	44	14	44½	1.80	3.5
Outboard Marine *(outboard motors)*	1.56	1.76	1.16	1.67	1.69	39	18¼	24¾	.80	3.0
Polaroid Corp. *(photography)*	2.26	2.78	1.86	1.44	.98	261¾	11½	178	.20	1.1
Shakespeare Co. *(fishing, archery)*	2.75	2.85	3.41	3.20	2.47	33	19½	28	1.65	5.9
A. G. Spalding & Bros. *(sptg gds)*	1.45	1.35	1.21	.79	1.32	32½	12	32½	6%*	—
True Temper Corp. *(sptg gds, toys)*	2.35	2.31	.55	2.58	2.41	25¾	15½	25½	1.20	5.6

E—estimated. *D*—deficit. *K*—equivalent on new stock. *Y*—dividend omitted. *—payment in stock.

The information presented here has been obtained from sources believed to be reliable, but its accuracy, and that of the opinions based thereon, is not guaranteed.

gram. That's why the investment club with its twin objectives to "*learn and earn*" has gained so rapidly in popularity.

FIRST FIVE STEPS

Here's how the majority of investment clubs in NIRA member companies get underway:

1. A group of 10-15 employees with mutual interests decide they would like to start an investment club.
2. They consult their company's personnel services manager or recreation director for assistance and request a room in which to meet monthly.
3. They contact a broker from a reliable firm.
4. At the first meeting, they organize, elect officers (president, vice-president, secretary and treasurer—usually someone with accounting experience) and adopt a constitution and bylaws. They also determine the amount they want to invest each month.
5. Usually they join the National Assn. of Investment Clubs, 1245 First National Bank Bldg., Detroit 26, Mich. NAIC monthly services include the *Investment Club Bulletin*, fidelity bond, stock selection guides, Herrick-Smith Industrial Analyses, plus annual conferences. For step by step organizational procedures they obtain copies of the NAIC Investment Club Manual for $3 each.

Few investors over the years do better than the averages. However, a December 1960 survey of NAIC member clubs revealed a record exceeding the performance of the stocks in the Standard and Poor's Industrial Averages by 3.1%.

INVESTMENT CLUBS SUCCEED

Of the 638 clubs studied, 340 or 56% did better than the average, three equalled the average and 298 did less than the average.

Most of the poorer records were by clubs with less than two years experience. 100 clubs reported a compounded rate of earnings of 20% a year or greater. Earnings average for the 638 clubs was 7.9% a year.

Just being in a club seems to get members on the road to success, since the record shows that the longer a club is in business, the more likely it is to be successful. Of clubs one year old or less, 43% have made money, while 57% are worth less than the members have deposited.

A Typical Financial Statement

Highland Fling Investment Club, March 1, 1961

	Purch. Date	*No. of Shares*	*Cost Per Share*	*Total Cost*	*Price per share Jan.*	*Feb.*	*Total Value*
General Tire	12-57	8	$ 29.25	**$234.00**	$ 60.10	$ 67.40	**$539.20**
General Tire	12-58	2	43.50	**87.00**	60.10	67.40	**134.80**
General Tire	11-60	8	48.48	**387.00**	60.10	67.40	**539.20**
Inland Steel	2-58	3	27.25	**81.75**	45.40	45.75	**137.25**
Inland Steel	9-59	3	50.00	**150.00**	45.40	45.75	**137.25**
Chas Pfizer	6-58	3	22.50	**67.50**	34.40	34.60	**103.80**
Cooper Bessmer	9-59	3	40.50	**121.50**	35.25	35.75	**107.25**
IBM	10-59	1	420.75	**420.75**	647.00	669.00	**669.00**
Great Western Fin.	11-59	8	24.06	**192.50**	33.90	39.70	**317.60**
Brunswick Corp.	2-60	12	29.63	**355.50**	45.75	60.50	**726.00**
Brunswick Corp.	9-60	4	36.75	**147.00**	45.75	60.50	**242.00**
Brunswick Corp.	12-60	4	46.25	**185.00**	45.75	60.50	**242.00**
Minn. Mining	5-60	1	66.63	**66.63**	73.25	82.00	**82.00**
Minn. Mining	6-60	2	73.75	**147.50**	73.25	82.00	**164.00**
Ill. MidCon. Life	7-60	50	6.13	**306.25**	4.40	4.50	**225.00**
Nestle LeMur	8-60	6	26.13	**156.75**	29.75	28.60	**171.60**
Transitron Electron	11-60	11	34.38	**378.13**	33.10	36.00	**396.00**
Hewlett Packard	11-60	16	23.25	**372.00**	28.40	31.50	**504.00**
Utd Pk City Mines	1-61	100	1.13	**112.50**	1.13	1.13	**112.50**
Prentice Hall	2-61	9	48.75	**438.75**	48.75	45.00	**405.00**
				Cash on hand			**62.87**
				Total Value of Club this Date			**$6,018.32**
				Total Number of shares to Date			**360.255**
				Value of One Share			**$16.706**
				Number of Shares $10 purchases			**.599**
				Member's Net Investment			**$4,679.55**
				Profit			**$1,338.77**
				Percent of Profit			**22.2%**

CASH REPORT:

Cash Balance 2-1-61		$37.95
Dues		150.00
Dividends Received		1.75
Purchased: Prentice Hall	(438.75)	
Commissions	(17.12)	
Checking Account	(.84)	
Sold: Monsanto Chemical	329.88	
Cash Balance 3-1-61		**$62.87**

However, as experience grows, so do profits. A good example is the Highland Fling Investment Club of LaGrange, Ill., whose 15 member couples each invest $10 per month. In operation since December 1957, the club's financial statement currently shows a 22.2% of profit.

In order for the club to make wise purchases, members must make systematic studies of industries and companies. Then, by pooling their findings and money, the purchase reflects the best thinking of the group and is large enough to receive the time and attention of a good brokerage firm.

A WORD OF CAUTION

Investment clubs are not get-rich-quick projects. Their objective is sound investment for steady growth. This calls for a portfolio, based on the club's judgment, that is strong on growth stocks and balanced with established blue chip earners.

Each member should have a modest sum to invest each month, and it shouldn't be money needed for rent and food. Actually, investment clubs are an excellent way to save $10-$15 a month in addition to the social and educational values received.

STICK TO BUSINESS

Each member must be willing to do some "home work" to help in the buying program. Each must be willing to attend monthly meetings of the club to make new purchases. Each member must be willing and able to stick to the program.

In addition to these individual requirements, companies which have helped employees form investments clubs usually add these stipulations:

1. That employee investment clubs do not carry the company name.
2. That they do not invite brokers to attend meetings which are held on company property.
3. That they do not buy stock in the

continued

continued

company for which they work.

One of the major benefits of investment clubs is that members learn to buy on their own with confidence.

LEISURE STOCK FAVORITES

As a result, investment clubs might be called an avocation that can become a vocation, especially for retirees.

One of the reasons for the remarkable gain in the number of investment clubs can be attributed to increased leisure time. The same factor has given birth to a new stock category in the last 10 years which has fooled the experts (see R/M, May 1958, page 32, "Smart Investors Invest in Leisure").

Among the best market performers have been the stocks closely identified with the leisure and recreational activities of the American people.

Never in history have so many people spent so much to enjoy themselves. In addition, the leisure-time boom is practically universal. Some of the contributing factors:

1. More time for leisure—shorter work week, longer vacations.
2. More spending power—65% increase in personnel income since 1950. Another 50% jump expected by 1970. Not all due to inflation.
3. More people—about three million increase every year since World War II. Younger population, more recreation minded.
4. Automation—more labor saving devices at work and at home. Change in nature of work has increased capacity and desire to enjoy active recreation. Suburbia.
5. Credit—play now, pay later.

A Dept. of Commerce study shows that expenditures for recreation have jumped 40% in the last six years. Home movies, bowling, boating, golf, travel, swimming, power tools, summer homes, hi-fi lead the way, but the entire industry has enjoyed its greatest boom during the past 10 years.

FROM $2,500 TO $87,900

Take the case of Brunswick Corp., makers of bowling equipment, sporting goods, school furniture and medical supplies. This stock has multiplied in price 35 times within a five year period. A $2,500 investment in 1956 would be worth more than $87,900 today. Five years ago it sold for $25 a share. Now it is selling for the equivalent of about $875, considering stock splits.

Outboard Marine, up 3,400% in a decade, Polaroid up 10,000% and Hammond Organ up 2,700%. No wonder many investment club portfolios carry one or more leisure-time stocks. And from every indication, earnings during the 1960's, as home and overseas markets develop further, will continue to rise rapidly.

TWO-WAY INVESTMENT

R/M's table of leisure-time stocks is not meant to be inclusive; many other recreation lines are showing good profit pictures. However, these 14 companies represent the diversity and tremendous growth of this industry. Their outstanding records have given a second meaning to the slogan "invest in leisure."

This increasingly popular hobby also measures up, in every sense, to the original meaning of that term. Certainly, it is a pursuit that pays a double dividend throughout life including that period when it really counts, during retirement.



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FLOOR HILLYARD TREATMENTS



HILLYARD St. Joseph, Mo., Dept. P-6

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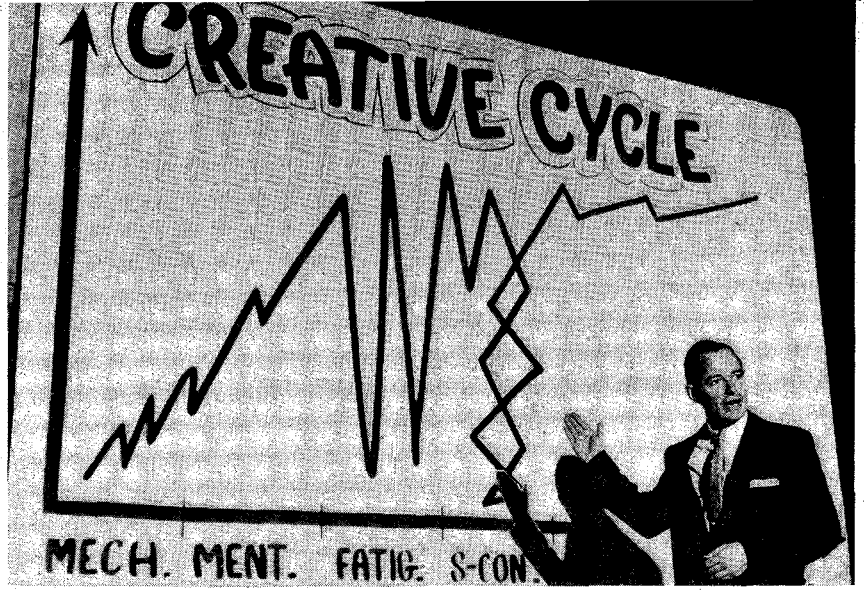
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NIRA Conference brings you authoritative speakers, recreation experts, 90 exhibits, seminar discussions

NIRA Conference is industry's only opportunity for concentrated study of personnel services functions

Four important days . . . from June 11-14 in Chicago . . . rate red-letter status for employee activity and services managers throughout the U. S. and Canada.

Those dates have been reserved for the 20th anniversary NIRA Conference and Exhibit and will be packed with a comprehensive program of study and discussion of the functions and problems of personnel services.

▶ *Six special sessions* featuring nationally prominent management and sports leaders have been planned to keep conference delegates abreast of the latest trends and developments in the rapidly growing industrial recreation field. Key speakers in addition to those pictured here include Nick George, Brunswick Corp. vice president of public and employee relations; Vern Hernlund, Chicago Park District director of recreation; Nat Kogan and Howard Seehausen, president and executive director, respectively, of the Bowling Proprietors Assn. of America.

▶ *Twelve seminar* sessions will cover the specific problems, needs and solutions pertaining to a wide range of specialized employee activities. Ideas and operating procedures for recreation facilities, retiree programs, special services, purchasing, cost cutting and a host of other employee programs will be discussed in depth.

▶ *Ninety exhibits* of the latest industrial recreation products and services, always a highlight of the conference, provide a wealth of new program ideas and offer that once-a-year opportunity to examine and compare the tools of the trade.

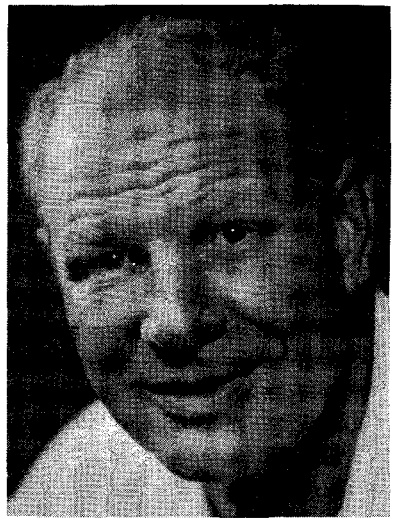
▶ *Special events* will include "live" sports demonstrations of new and unusual sports activities such as go-karting, fast draw and rebound tumbling. At a special "Consult the Experts" session, delegates can move from table to table to consult experienced leaders on a wide variety of club and hobby programs.

Entertainers at the luncheons and the NIRA Banquet and Floor show have been carefully selected to give delegates an opportunity to audition acts that would be appropriate for their own company functions.

For details on the program, registration fees and other data see the insert in the front of this issue.



Featured speakers include Mayor Richard J. Daley of Chicago (above) and the White Sox' dynamic Bill Veeck.



Banquet and Floor Show promises to be the best yet featuring such famous entertainers as Peg-Leg Bates (below).



EUCHRE AVERAGE!

. . . what's that?

It works in bowling, so Continental Steel tried using average scores for its euchre parties. Result: participation jumped 53%

Consider golf without handicaps: bowling without averages. Worse yet, how many people would follow baseball without its multitude of figures and percentages?

If statistics generate so much interest in these sports, maybe we're missing the boat by not playing up the arithmetic angle in other activities.

A similar thought occurred to Verne Vaught, recreation director at Continental Steel Corporation, Kokomo, Ind. In particular, Verne was concerned about increasing attendance at Continental's monthly euchre parties.

FIRST, WHAT'S EUCHRE?

For the uninitiated, euchre is a highly popular card game in Illinois, Indiana, Ohio and particularly Upstate New York where it ranks second only to bowling in popularity. The game is played with the 32 highest cards in the deck. Each player is dealt five cards, and the partnership naming trump must take three or more tricks to win the "round."

For five years, Continental's euchre program was rated a success. Starting in October and running until the annual tournament ended the season in April, a large number of employees turned up at each of the parties.

Still, Vaught felt that there were a lot of employee euchre players who were not coming to the parties.

Despite prize money, refreshments and a guarantee of a good time, there was a lack of carry-over interest from one month to the next.

Since most Continental employees work swing turns, very few could play every month. This made attendance anything but habit forming. Keeping records of every player's total score over the six month period would, therefore, be meaningless. And, to award prizes on that basis would actually be unfair.

Meeting last August to set up their 1960-61 program, the Euchre Committee pondered the suggestion, "Why not have averages similar to bowling and give a trophy to the man with the highest average at season's end."

The idea was completely unorthodox to card tournaments. Nevertheless, the committee decided to give it a try with the added, but important, stipulation that the winner must have participated in at least half of the parties.

This was only the beginning, however, To make sure the new system would sustain interest throughout the season, Vaught publishes a comprehensive bulletin after each party.

While virtually every euchre statistic is included, the highlight is the "Big Ten" listing which recognizes the 10 players with the highest averages.

MONTHLY BULLETIN, GOOD RULES HELP

The bulletin also features the 10 players with the highest individual scores for one night's play and those making the most "lone" hands (played, by choice, without a partner). The second sheet of the bulletin lists the averages of all players and the total number of lone hands they have made during the season.

With the regular season now complete, the average score system augmented by the interest-building bulletins has proved a smash success. Average participation at the parties has increased 53%.

Equally as important to the program's popularity, however, have been the well-thought out tournament rules (see below) which have remained virtually unchanged since Vaught originated the program in 1955.

Continental Steel Employee Euchre Program Rules

1. This is to be a singles event; winner will be decided by points scored.
2. Twelve games of Progressive Euchre will be played. Two rounds will constitute a game. (Each of the four players will deal twice.)
3. At the end of each game, the two players with the highest scores will move to next lower numbered table, and change partners.
4. At the end of each game, the two players with the lowest scores will remain at the same table for the next game, but will change partners.
5. If at the end of a game (two rounds) the score is tied, one player from each side will cut the cards. The two players with the high cards (aces high) will move to the next table.
6. At the end of each game, each player will remain at the table until his score card is punched by the floor checker.
7. No player is to move from one table to another until all players are through playing, the score sheet for that game is picked up and the signal is given.
8. Before each game starts, the announcer will announce which side of the table will deal.
9. Preliminary announcements at 7 p.m. Play starts at 7:15 sharp. All players must be ready or forfeit their entry fee.
10. When final game is finished, score cards are to be given to floor checker. Players will get their refreshments and return to the table of their final game and eat at that table. While this is going on, the committee will determine the winners.
11. Entry fee: $1 per person.
12. Prizes: the $1 from each player will be returned 100% in prize money. The number of places and the amount shall be determined by the total amount in the prize fund.
13. The last party in the season will be the big Annual Tournament where trophies will be given for 1st and 2nd place.



Part of crowd at typical monthly party reflect the renewed interest generated by the euchre average system.

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Last of a series

Does Industrial Recreation Pay?

Summary of NIRA pilot study concludes with an analysis of employee reasons for not participating in recreation

R/M's review of the NIRA pilot study, "Does Industrial Recreation Pay?" is concluded in this the last of five articles.

The series has summarized the major areas undertaken by the study: the relationships between recreation participation and employment characteristics, the factors that effect participation, employee opinions of the alleged values of industrial recreation, employee attitudes toward specific aspects of their company's program, and reasons for non-participation.

The study was undertaken by Rajendranath Chowdhary as the thesis for his M.A. degree at the U. of Minnesota. He was advised by Dr. H. G. Heneman, Jr., professor of economics and industrial relations and director, Industrial Relations Center, U. of Minnesota.

Seemingly unware of the irony in his statement or the skepticism with which it is received, the procrastinator habitually hides behind his favorite alibi: "I don't have enough time."

This is the stock answer given by people who merely go through the motions at work, who take no active role in their community. For the most part, these are the same people who do not participate in industrial recreation.

This assumption has been substantiated by the findings of the NIRA pilot study, "Does Industrial Recreation Pay?" This preliminary study is based on a sampling of 10% of the employees at four companies in the Minneapolis-St. Paul area. The reasons for non-participation, summarized below, were obtained from 58% of the sample group who do not participate in their company programs.

Predictably, the most frequently mentioned reason (by 65% of the non-participants) was: "Have no time to participate." Runner-up (mentioned by 58%) was the more sophisticated but closely related answer: "Duties at home demand attention."

Undoubtedly, both reasons are justified in many cases. However, recently established figures show that aside from working, eating and sleeping, the average employed person has 45 hours of leisure time a week. That's more than six hours a day and sufficient reason to doubt the truthfulness of the majority of "no-time" answers.

Knowing that a large number of his non-participants are the habitual "do-nothings" gives the recreation director some comfort. But part of his job is to get these people on their feet, to interest them sufficiently in the program so they find time to participate.

Lack of motivation, therefore, may be a more significant cause of non-participation than is indicated by the study's statistics. Information and promotion are essential to stimulating interest, yet 39% of the non-participants said they didn't know enough about the company recreation program. Undoubtedly, there is a strong relationship between the surprisingly high number of "don't know enough" answers and the large group of "no time, duties at home" people. This same relationship is probably also reflected in the number of non-participants (29%) who said simply that they were "not interested in company recreation."

The fifth most frequently mentioned reason, "location of facilities is too distant," is a problem the recreation direc-

Reasons for Not Participating in Industrial Recreation Programs

	Company A	Company B	Company C	Company D	Total
Have no time to participate	80%	64%	53%	53%	65%
Duties at home demand attention	91	52	35	56	58
Do not know enough about the company recreation program	22	41	53	25	39
Not interested in company recreation	22	31	27	44	29
Location of facilities is too distant	27	22	25	13	23
Work an odd shift	32	14	35	38	22
Not sufficient recreational activities provided	3	13	38	13	15
Lack of recreational facilities	7	11	27	9	12
No convenient transportation available	12	8	12	6	9
Poor health or physical disability	10	6	2	21	7
No good recreational leadership	4	4	10	9	5
It is too expensive	5	4	4	3	4
Any other reasons	50	38	50	41	44
Total employees in sample	421	613	161	68	1263
Number of non-participants	153	426	117	32	728
Per cent not participating	36%	69%	73%	47%	58%

tor may have to learn to live with. It is also a problem inherent in a metropolitan area such as Minneapolis-St. Paul. The relatively high response, however, does stress the importance of location selection.

The next most frequent reasons, odd shift and lack of sufficient activities and facilities, are factors which can be controlled, if not by the recreation director, by management support.

The remaining five of the 12 reasons listed on the questionnaire given to the non-participants drew little response and are for the most part individual complaints. This low percentage could be taken as an endorsement of recreation leadership and their ability to keep recreation participation inexpensive.

On the bottom of the questionnaire, non-participants were given the opportunity to write other reasons. While many of them did so, a good number of the reasons were closely related to the 12 listed on the form, i.e., attend night school, prefer activities not provided by the company program, etc.

However, some of these volunteered answers covered virtually every conceiveable reason. Here is a sampling:

- I am a strong union member and find it hard and unpleasant to fraternize with management in mixed recreation. In addition, recreation is not emphasized at our company. There is no company recreation that offers more as compared with outside recreation. I am an individualist and so abhore regimentation. I work for money. The more they pay, the better I work.
- Recreational activities seem to be primarily aimed at lower echelon employees. No active leadership or participation by management; or, supervisors and engineers of higher income brackets do not associate themselves with their workmen outside of worktime.
- My spare time is spent on scout, church, Sunday schools and YMCA activities. As a born Christian, I am busy working for the Lord, as I feel working for the gospel is the most important thing in life.
- Most of my life I have been very much overweight. As a child every time I attempted sports of any kind my mother always told me to stop because I was too fat. I developed a complex that made me lose all interest.
- I didn't know we had a recreation program at the company.

Radical as some of these may seem, each represents a challenge to industrial recreation. At the same time, they afford a more complete appreciation of the achievements attained by industrial recreation programs. As an excellent example, of all employees, old and young, men and women, unskilled and professional, 64% participate in recreation at Company A.

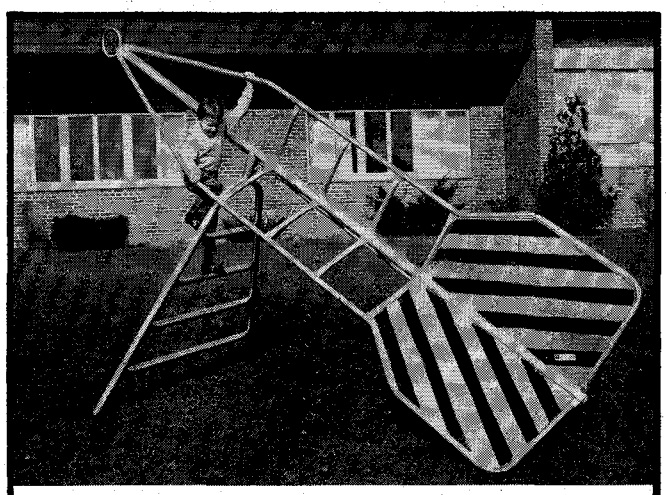
Summary of Company Programs Studied

Company A: Program administered by Employee Recreation Assn. with elected board of directors representing all departments of company. Supervised by highly qualified, full-time recreation director. Individual activity groups also elect own officers. Income: $1 ERA dues, individual activity fees, vending profits, salvage sales and company contributions for special events. 64% of the employees actively participate in the recreation program, which covers a broad range of activities, most of which are open to family members.

Company B: No centrally organized ERA. Program, open to all employees, is supervised by service club of male employees who have been with the company 10 or more years. Individual activities elect own officers. Part-time, voluntary recreation director. Income: individual activity fees, vending profits, service club. 31% participate.

Company C: No organized ERA. Employees organize individual activities, elect officers and assess dues. No full or part-time recreation director. No family participation. Grants for new activities cleared through personnel dept. Income: activity fees; for new activities and special events—90% vending profits, 10% company contributions. 27% participate.

Company D: Well organized ERA with elected officers, full-time recreation director. Individual activities elect officers and charge fees. Income: $3 ERA dues, activity fees, proceeds from special events. Company contributions match ERA dues. 53% participate.



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WHY

STAND

ALONE?





For fun and safety . . . these two youngsters are busily absorbing safety elements while concentrating on bike games of skill.

TEN FAVORITE BICYCLE GAMES

For picnics, safety training or full-scale bike clubs, these ideas add fun, interest

That long-time American favorite—the bicycle—is being used as a prime means of fun and exercise by scores of civic and industrial organizations.

The nation's 27 million bike owners and 55 million-plus riders find that the two-wheeler lends itself for use in many activities from social riding clubs to racing or as a healthful and enjoyable means of transportation for camera fans, bird watchers, campers and many others.

With May officially designated as American Bike Month it is timely to present these 10 favorite bike games as still another example of the bicycle's versatility and almost unlimited recreation potential.

SNAIL RIDE

Object is to see which rider can travel slowest. Last rider to cross finish line is the winner.

A course 50 to 100 ft. is laid out with several lanes 3 to 6 ft. apart. A rider is disqualified if he deviates from his lane, touches foot to the ground or turns around. At signal, each rider gets underway at the starting point riding as slowly as possible.

SLALOM RACE

Similar to skiing event, the cyclist follows zigzag course marked by parallel chalk lines drawn 5 ft. apart. Draw parallel lines for 20 ft. in upward direction, then 20 ft. in downward direction, alternating for whatever distance is desired.

Turns should be about 110 degrees or slightly more than a right angle. Each cyclist is timed as he rides the course and is disqualified if his bike touches the line or foot touches ground.

COASTING RACE

The object of this race is to determine which contestant can coast the longest distance—after pedaling as hard as possible for a distance of at least 15 ft. to a prescribed starting line where the coasting officially begins.

It takes a lot of skill to coast along in a straight line. Have referee mark spot where each rider stops. The next rider uses the mark as his objective.

MISS AND OUT RACE

You'll need a large circular area for this exciting race. The last rider to finish the lap is out while the other riders continue in the race. Race may be run to the last rider, or down to a previously designated number of riders before the final lap.

If there are many contestants, race may be run by eliminating last man at every lap until four riders are left, who complete the last four laps to the finish. Often run over 24 lap, six mile course.

MYSTERY RACE

Contestants don't know what's expected of them until they ride last lap. Usually held on a circular track.

Place slips of paper numbered 3 to 10 in a hat. After race gets underway, referee takes a number from the hat to see how many laps the race will be.

Referee does not indicate how many laps will be run until riders are about to start the last lap. As result, riders do not know whether to ride fast for a short race or to conserve energy for a long race.

HITTING THE TARGET

Set four or six coffee cans in a row about 15 ft. apart along a 100 ft. course. Riders are given bottle caps, stones or other objects; then ride in line as close as they wish dropping objects in cans.

Each can is numbered corresponding to the number of the rider who must drop his object in that particular can.

Variation: contestants have as many objects as there are cans. Riders then cycle down the course at average speed dropping one object in each can. Hits and misses are scored after each run.

SHOE SCRAMBLE

Variation of popular shoe scramble game. Players are divided into two files and stand at opposite ends of playing field. Their shoes (not tied together) are placed in a pile in the center of the field.

At signal all contestants ride to within 10 ft. of shoe pile where they dismount, find their shoes, put them on, remount and return to starting line.

RING-A-LIEVO

Circle 50 ft. in diameter represents a prison. Designate two teams A and B.

Captain of A counts to 100 while other team hides. Team A covers eyes while B is hiding. A has assigned two or three guards for the prison. After the count, A rides out to seek members of team B. Any B player tagged becomes a prisoner. B can release captives by riding over any part of prison circle and shouting "ring-a-lievo" but must not be tagged while doing so.

When all members of B have been captured, or when time is called, teams change places and play resumes.

POTATO RACE

Several files of players line up in regular relay formation. Each team has four potatoes or similar objects.

A box is placed in front of each team at the starting line. At intervals of 5 yds. or more in front of each box, mark four circles into which potatoes are placed.

At signal first player of each file rides out, picks up potato in first circle, returns with it and places it in box, repeating same until he has fetched all potatoes and put them in box. Second player rides out replacing, one at a time, all potatoes in circles. Continue procedure for others.

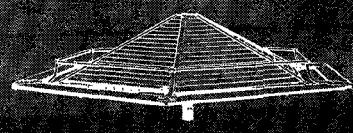
BIKE RELAY

Similar to regular relays. Contestants stand astride frame of cycle in number of equal files about 10 ft. apart behind starting line. Goal is marked 100 ft. or more from starting line. At signal first player rides to goal, dismounts and runs beside bike to waiting teammate who repeats the process.

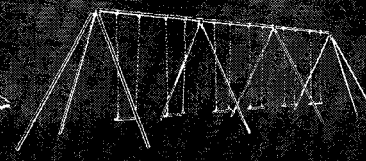
Variation: One legged race. Pump pedal using one leg for full distance or half distance, returning to starting line using normal riding procedure.



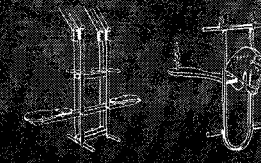
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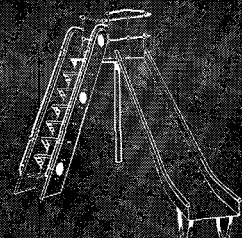
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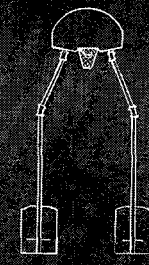
Rugged Heavy Duty Swing—triangular end pipes plus center pipe supports.



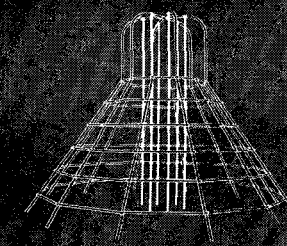
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These seven high-average shooters of the Beechcraft Gun Club were chosen to represent their company at the Pan American International Skeet Shoot at Dallas, Texas.

They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

B—chcraft builds top shooting program ar- und new Remington Autoloading Trap

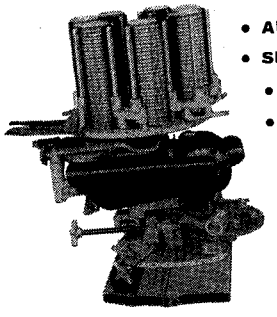
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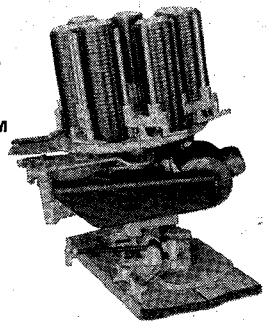
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IBM, OSCAR MAYER WIN INDUSTRY BOWLING CROWNS

Allen-Bradley's Lejk takes individual title in 14th annual national bowling tournament



Individual champ, Allen-Bradley's Len Lejk (r) receives grand prize Whirlpool portable dishwasher from Whirlpool's Steve Wendelken, former NIRA tournament chairman.

Two champions, IBM Corp. and Oscar Mayer & Co. were crowned at the 1961 National Industrial Bowling Tournament in Milwaukee, March 25-26.

The twin winners resulted from a change in the format of the 14-year-old event which split entries into two divisions: Open, no limit on team averages; and Industrial, 875 maximum team average. In previous years, all entries were limited to a maximum 940 team average.

The change brought about two exciting races which weren't resolved until the final frames of the eight-game set were rolled.

In the Open division, IBM Corp., Rochester, Minn., shot ahead of front-running Allis-Chalmers Mfg. Co. after the fifth game. The Rochester team, nevertheless, was hard pressed to withstand strong finishes by runner-up Ford Motor Co. Hardware & Accessory Div. from Ypsilanti, Mich., and Allen-Bradley Co. of Milwaukee.

Oscar Mayer & Co., Madison, Wis., followed the opposite road to victory in the Industrial division. In fifth place after the first four games, the meat packers had a long uphill fight before edging by a scant 27 pins the runner-up Ford Motor Co. Employee Bowling Assn. from Dearborn, Mich.

So close were the races for individual honors that the outcome was literally a toss-up. Len Jejk, Allen-Bradley, and Don Hacka, Wisconsin Motors tied for eight-game total with 1611. William Henry, Pittsburgh Plate Glass, and Paul Kozinski, Pabst Brewing, tied at 256 for high game.

Lejk and Henry proved luckier than their worthy opponents, winning the flip and with it the trophies. Lejk brought home the tournament grand prize, a Whirlpool Supreme portable dishwasher donated by the Whirlpool Corp. This was the third year that the appliance firm provided the meet's most valued prize.

This year's NIRA sponsored event was hosted by Allis-Chalmers Mfg. Co. with its personnel services supervisor Carl Klandrud performing admirably as tournament director.

The two-day festivities were highlighted by a bowlers' buffet which featured the appearance of nationally famous bowling stars Billy Golembiewski of Brunswick and Morrie Oppenheim of AMF, who gave an instructional clinic and exhibition.



Open champs, IBM Corp., Rochester, Minn., need a table to hold their loot. (L-r) Carmen Ferallo; Bill Hudson, IBM personnel services, Ed Black, Jerry Malagrino, Jim Onraka and Duane Lewis. In addition to team trophies each player received pen and pencil set.



Industrial champs (maximum 875 team average), Oscar Mayer & Co., Madison, Wis., are congratulated by Rose Bowl manager Carl Ray (l). Team members (l-r): Emmett McCann, Harry Guyer, Dick Melter, Jack Jewell and Bun Crowley, captain.

1961 NATIONAL INDUSTRIAL BOWLING TOURNAMENT SUMMARY

COMPLETE TEAM RESULTS

Open Division

IBM Corp., Rochester, Minn.	3834-3803—7637
Ford Hardware & Acc. Div., Ypsilanti, Mich.	3741-3831—7552
Allen-Bradley Co., Milwaukee, Wis.	3735-3794—7529
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	3842-3668—7510
Pittsburgh Plate Glass, Barberton, O.	3713-3708—7421
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	3744-3604—7349
Ford Motor Co., Dearborn, Mich.	3721-3607—7348
Pabst Brewery, Milwaukee, Wis.	3737-3570—7307
Continental Can Co., Inc., Chicago, Ill.	3758-3543—7301
U. S. Steel Goodfellow Club, Gary, Ind.	3620-3649—7269
Falk Corp., Milwaukee, Wis.	3650-3608—7258
Wisconsin Motor Corp., Milwaukee, Wis.	3582-3668—7250
Mpls. Honeywell Reg. Co., Minneapolis, Minn.	3606-3608—7214
Motorola, Inc., Chicago, Ill.	3583-3624—7207
Allen-Bradley Co., Milwaukee, Wis.	3656-3542—7198
Whirlpool Corp., St. Joseph, Mich.	3636-3537—7173
Gary Sheet & Tin Mill, Gary, Ind.	3508-3508—7016
B. F. Goodrich Co., Akron, O.	3473-3530—7003
Whirlpool Corp., St. Joseph, Mich.	3458-3459—6917
Pittsburgh Plate Glass Co., Barberton, O.	3413-3492—6905

Industrial Division

Oscar Mayer & Co., Madison, Wis.	3555-3595—7150
Ford Motor Co. FEBA, Dearborn, Mich.	3595-3526—7123
S. C. Johnson & Son, Racine, Wis.	3505-3506—7011
Aurora Pump Div., N. Y. A., Aurora, Ill.	3602-3409—7011
Interstate Drop Forge, Milwaukee, Wis.	3475-3471—6946
Kohler Company, Kohler, Wis.	3586-3360—6946
Koehring Corp., Milwaukee, Wis.	3569-3371—6940
Falk Corp., Milwaukee, Wis.	3389-3482—6871
Industrial Rubber Goods, St. Joseph, Mich.	3460-3388—6848
Madison Kipp Corp., Madison, Wis.	3335-3512—6847
1st Wis. Nat'l Bank, Milwaukee, Wis.	3411-3436—6847
S. C. Johnson & Son, Racine, Wis.	3439-3400—6839
Industrial Rubber Goods, St. Joseph, Mich.	3393-3431—6824
Wisconsin Motor Corp., Milwaukee, Wis.	3462-3316—6778
Motorola, Inc., Chicago, Ill.	3399-3326—6725
1st Wis. Nat'l Bank, Milwaukee, Wis.	3415-3308—6723
Ford Tractor, Highland Park, Mich.	3368-3348—6716
Studebaker-Packard Corp., South Bend, Ind.	3396-3270—6666
Sola Electric Co., Elk Grove, Ill.	3253-3346—6599
Interstate Drop Forge, Milwaukee, Wis.	3242-3144—6386

Four Games

Allis-Chalmers Mfg. Co., Milwaukee, Wis.	3842
IBM Corp., Rochester, Minn.	3834

Single Game

Ford Motor Co., Dearborn, Mich.	1086
IBM Corp., Rochester, Minn.	1069

INDIVIDUAL LEADERS

Eight Game Total

Len Lejk, Allen-Bradley Co., Milwaukee, Wis.	1611
Don Hacka, Wisconsin Motor Corp., Milwaukee, Wis.	1611
Leo Lozynski, Allis-Chalmers Mfg. Co., Milwaukee, Wis.	1593

Four Games

Ed Black, IBM Corp., Rochester, Minn.	847
Leo Lozynski, Allis-Chalmers Mfg. Co., Milwaukee, Wis.	840
Don Hacka, Wisconsin Motors Corp., Milwaukee, Wis.	839

Single Game

William Henry, Pittsburgh Plate Glass, Barberton, O.	256
Paul Kozinski, Pabst Brewing, Milwaukee, Wis.	256
H. Headley, Ford Motor Co., Dearborn, Mich.	255

Optional Sweeper

Frank Schutta, Allen-Bradley Co., Milwaukee, Wis.	641
Joe Nieznany, B. F. Goodrich, Akron, O.	627
Lou Hayder, Ford Motor Co., Dearborn, Mich.	622



Female of the Species

Every one knows that the female of the species is more deadly than the male, but who ever guessed she also excels him in breaking the law?

According to the Ohio Division of Wildlife, "women are 50% more likely to be arrested for fishing without a license than men."

This information came to light after a year-long investigation in Southwestern Ohio. Only one unlicensed violator was found for each 150 men checked, while one was found for every 100 women checked.

Bowlers Should Roller Skate

The *Rinksider*, a trade paper for the roller skating industry, claims that, "The customer who plunks down his hard-earned money at the cashier's window of a roller skating rink gets 12 times as much for his dough as a patron at a bowling alley."

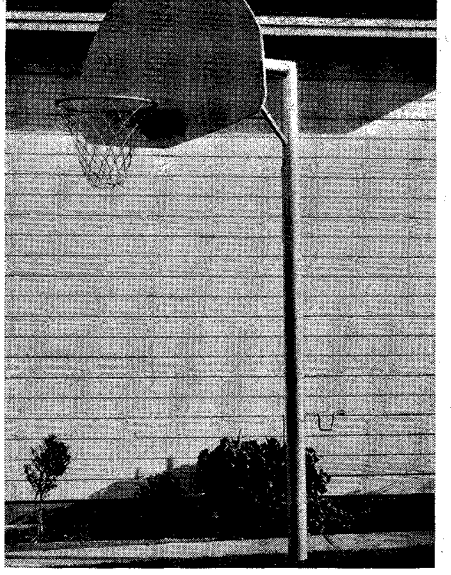
The statement is based on a bargain package offered by New Haven, Conn., operator Ed McLaughlin, who advertises group parties for prices as low as 25¢ for two hours. Says McLaughlin, "Comparing this with bowling, you'll find that a full two hours of skating costs less than one line of bowling which lasts only 10 minutes."

With due appreciation of the pleasures of roller skating, the fallacy, even the danger, of McLaughlin's claim should be emphasized. Assigning strict dollar values to dissimilar activities, is a trap that has ensnared many recreation directors at budget time.

By McLaughlin's standards, watching TV is far better than roller skating. Unfortunately, it does not make for good industrial recreation programs.

Cola Flavor Favored

A study of soft drink purchases by the Bureau of Advertising showed that 58% preferred cola flavoring. Ginger ales, with 10%, were a poor second with root beer and lemon and lime tied at 7%. The study also found that the annual per capita consumption of soft drinks hit 200 in 1960, a good sign for recreation programs financed by vending proceeds.



Ajustable basketball standard, note hand crank, regulates height of basket between regulation 10 ft. and the 8 ft. height specified by youth basketball leagues. For additional information and price: Ross & Ross, 2011 20th St., San Pablo 10, Calif.

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



Seventy employees of the Boeing Seattle Aero Divisions are members of the Boeing Employees' Rifle and Pistol Club. Since 1954, the Boeing Club has conducted an active shooting program of rifle and pistol leagues, training courses and informal target practice.

League shooting enables new and experienced shooters to overcome the "pressure" often associated with competition. By providing practice under match conditions, league shooting prepares club members to fire in tournaments where competition is keen. In addition to league activities, the club conducts training sessions on the proper and safe use of firearms and the development of shooting skill.

NRA is proud of its association with the Boeing Airplane Company and its employee rifle and pistol club. We salute both the club and the employer.

BOEING

Employees' Rifle and Pistol Club

Seattle, Washington

Supported by THE BOEING AIRPLANE CO.

CLUB OFFICERS

Ed Heineman ..... Chairman, Board of Directors
David B. Anderson ..... Secretary, Board of Directors
Doug Salsbury ..... Member, Board of Directors
Bob White ..... Member, Board of Directors
Bob Utter ..... Club Manager

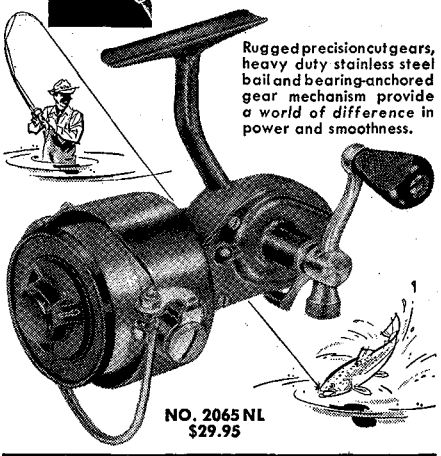
Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company can sponsor a NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



a world of difference in **POWER** *and* **SMOOTHNESS**



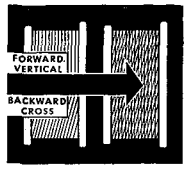
NO. 2065 NL
$29.95

NEW Shakespeare SPINWONDER®

THESE EXCLUSIVE FEATURES ASSURE YEARS OF OUTSTANDING PERFORMANCE

Ingenious *Verti-Cross* level-wind, super smooth multiple disc drag, powerful 4 to 1 gear ratio and corrosion-defying construction are plus features of the new SpinWonder. *Precision built by Shakespeare* . . . world leader in reel design and engineering for over 60 years.

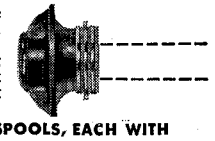
NEW VERTI-CROSS© LEVEL-WIND

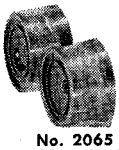


Variable speed level-wind (slower on forward motion) alternates a layer of cross with a layer of level winds. Eliminates line wedging and assures that line flows off smoothly, for longer casts.

SUPER-SMOOTH MULTIPLE DISC DRAG

Salt water proven multiple disc drag (metal and leather disc construction) gives super smooth long lasting performance; won't freeze up under the severest pressure—or burn out!





TWO SPOOLS, EACH WITH BUILT-IN *MULTIPLE DISC* DRAG

Two spools—for different lb. test line—are standard with each reel, making the new SpinWonder the most versatile fishing reel in anybody's tackle box.

No. 2065 with two factory filled spools. (One 200 yds. 6-lb. monofilament). Extra spool (225 yds. 10-lb. monofilament) *all only* **$32.50**
No. 2065NL Two spools without line . . . **$29.95**

FREE FISHING CATALOG—SEND TODAY!



You will enjoy this new big catalog "Successful Fishing with Shakespeare Tackle," showing the newest in reels, rods, and lines. Plus pocket fishing calendar showing the best days to go fishing.

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SHAKESPEARE COMPANY
Dept. RM-5, Kalamazoo, Michigan

Please send me absolutely FREE your big new tackle catalog and 1961 fishing calendar.

Name_____

Address_____

City_____ Zone____ State_____

R/M RECREATION ROUNDUP

Appoint Richter Pony Director

Hal Richter, member of the recreation staff at Timken Roller Bearing Co., Canton, O., was recently appointed by Pony League as the director of its East Central region. Richter's area of responsibility covers Kentucky, Indiana, Michigan and Ohio.

Another Timken youth baseball leader, Earl Schreiber, recreation director and NIRA vice president, has served as Little League's Ohio State director for a number of years.

Compensation Awarded

The New Jersey Supreme Court last month reversed four separate lower court decisions (see R/M, Dec. 1960, p. 22) and ruled that a player injured in a company softball game was entitled to workmen's compensation benefits from his employer.

The case involved Dominic Complitano, 30, who broke his ankle while playing for a team sponsored by the Steel & Alloy Tank Co. in a Newark industrial softball league.

In a 5-2 ruling, the Supreme Court held that Complitano had suffered a work-connected injury. The majority opinion stated that Steel & Alloy Tank had bought $300 in uniforms and equipment for the team. The uniforms bore the company name.

The majority held that the company's support of the team "was motivated," in part, by the desire for better management relations with the employees engaged in the sponsored activity. "There is nothing insubstantial about that kind of good will in today's labor-management climate."

The minority opinion was based on the facts that the game was played outside working hours on a city-owned field three miles from the company plant, the employees ran the team, none of the spectators were customers of the company and the team had been formed by the employees several years before the company sponsored it.



Kids bowling leagues at Goodyear Tire & Rubber Co., Akron, O., had a terrific turnout for the 1961 season as this mass of trophies and awards attests.

AJBC Founder Resigns

Milton Raymer, executive director and founder of the American Junior Bowling Congress, resigned his position May 1, and will assume duties as executive director of the Minnesota Bowling Proprietor's Assn.

Since its inception in 1936, Raymer has built the AJBC to its present membership of 400,000 young bowlers.



Lockheed Employees' Recreation Club's Burbank, Calif. office and corporate staff have put in a cumulative 87 years LERC job experience as follows: (l-r) Ken Prince, ass't director, 5 years; Ethel Murphy, secretary, 16; Frank Davis, manager, 20; Ruth Burton, secretary, 8; Tom Forrester, ass't dir., 7; Lillian Ward, rec. ass't, 19; Mike Varanese, director, 12.



New ideas for employee gifts and prizes are displayed by David Franz, sole distributor of Berk-Craft Original Haitian mahogany and taverneau gifts.

Gift ideas

No need to be at a loss for prizes, gifts, employee sales

Buying door prizes, favors and other gifts for a multitude of special company activities can be one of the most pleasant tasks for the industrial recreation director.

Pleasant, that is, until he has run the course of the usual items and is hard pressed to come up with something different, original.

However, several major companies have already found a solution in the interesting line of unusual Haitian mahogany and taverneau gifts distributed by d'Franz of Miami.

Covering a wide range from high quality to novelty items, each gift is hand-carved and hand-polished by native Haitians, renowned the world over for their handicraft.

Some of the best selling items in the line include a palm leaf hat, ideal as a favor; 26" fork and spoon, Haitian voodo masks, a wide assortment of chip and dip trays, bongo drums, maricas, serapes and ponchos—all in the photo above.

The story behind the manufacture of the gifts also adds to their interest. All the gifts are made in Haitian homes and each craftsman is a specialist. A chip and dip maker, for example, only makes chip and dip trays. These he carries 15 to 20 miles on his head to the market, remaining in town until he sells the lot before returning home.



It's much more fun with friends!

Travel, that is. And Group Travel by American Express is of the lasting variety of fun. Long after your group of employees has returned home, they'll retain wonderful memories of a trouble-free vacation. Because American Express is the largest and most experienced travel service available, it can provide transportation, hotel reservations in advance of every stop, sightseeing, side tours to special fiestas and festivals, drive-your-own-car service—everything! So visit, write or call American Express, or send in the coupon below. Either way, remember: *It costs no more to use American Express–Travel Headquarters to the nation!*

American Express Travel Service
Group Travel Unit, 65 Broadway, N. Y.

Dear Sirs: Please send me free literature on Employee Group Travel.

Name_____

Company_____

Address_____

City_____ State_____

RM-5

There's "good will" sewn right into...

General Uniforms

If you measure the success of your athletic program in terms of the "good will" it creates . . . you'll find that it pays to outfit your teams with GENERAL uniforms.

Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

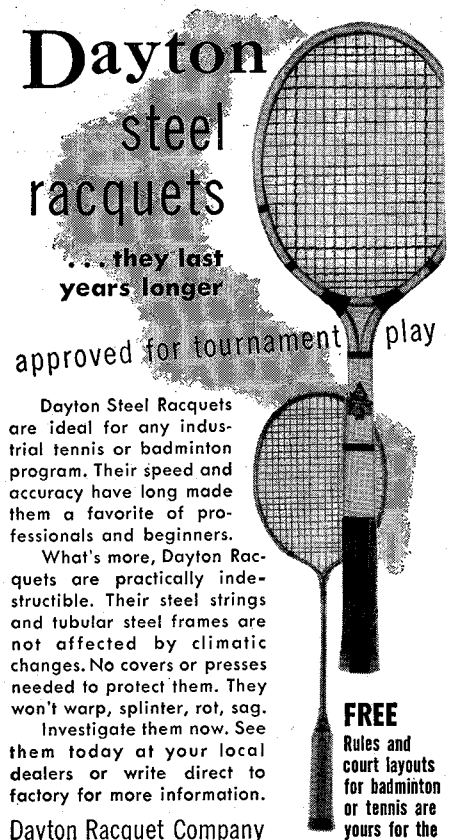
Your local sports dealer will be glad to show you the wide selection of styles, materials and colors that are available. Ask him about GENERAL uniforms today!



GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio

"...the more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do"—Disraeli

National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.



CLASSIFIED

RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

TRAVEL

EUROPE ON $5 A DAY? New pocket edition of Arthur Frommer's best-selling guide to budget travel tells you how. Prepared especially for Scandinavian Airlines System, contains hundreds of reports on hotels, restaurants, nightspots and shops, with addresses, prices. 256 pages for only 50¢. From any SAS office, SAS travel agent or send check, m.o. or stamps to FROMMER, Box 2249, GRAND CENTRAL P.O., NEW YORK 17, N. Y.

POSITIONS WANTED

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

12 yrs. experience as municipal parks & rec. director, rec. director military base, seeks similar position in industry preferably with major U. S. firm overseas. Has directed and administered all types activities and services. Married.
CP32—RECREATION MANAGEMENT

19 years experience in all phases of industrial and municipal recreation, boys camps, club management. BS in education, MA in public administration. Married. Salary, open.
CP33—RECREATION MANAGEMENT

RM RECREATION READING

Funny Dictionary

BRAUDE'S HANDBOOK OF HUMOR FOR ALL OCCASIONS, Parker Publishing Co., 70 5th Ave., New York 11, N. Y., 378 pages, $4.95

Armed with this new dictionary of laughs, any recreation director can steal the show at the next sports banquet.

Braude's Handbook of Humor for All Occasions contains 1,363 laugh provoking anecdotes keyed to virtually every subject, situation and audience. The book also contains some 2,141 humorous definitions as well as Baude's "10 Commandments for Effective Story Telling."

A general index, a special occasions index and a special groups index put the appropriate quip or anecdote at your finger-tips.

Gymnastics Guide

THE COMPLETE BOOK OF GYMNASTICS, by Newt Loken and Bob Willoughby, Prentice-Hall, Englewood Cliffs, N. J., 500 photos, $5.95

With more than 500 dramatic sequence photos, this new gymnastics guide provides step-by-step instructions on how to perform all varieties of gymnastic stunts and routines.

Emphasizing physical fitness and competency as well as recreational values, the book also shows how to organize classes for instructional purposes and suggests the best teaching procedures.

In four particularly valuable chapters, the book is the first of its kind to give adequate instruction for women.

Safety precautions and helpful instructions on staging gymnastics exhibitions are also included in the book's comprehensive coverage.

Retirement Problems

AGING IN THE STATES, Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., 170 pages, 60¢

Aging in the States is a summary report of the White House Conference on Aging, a two-year effort to study "the need of older people, inventory the resources serving them, and recommend suitable goals for action designed to create a climate for health and satisfying later years."

Of particular interest is the chapter on "Aging in an Industrial Civilization" which treats the problems of employment and leisure time.

Sports Lexicon

DICTIONARY OF AMERICAN SPORTS, All Sports, Box 267, Freeport, N. Y. $6.

A complete lexicon of popular, modern sports terminology, now ready for the public, has been compiled in workable dictionary form.

Listing more than 6,000 entries covering over 80 organized games, the dictionary also covers the rich slang terminology of the sports world.

The volume was compiled and edited by John Salak, a leading sports feature writer, publicist and magazine editor for two decades.

WITTEK GOLF RANGE SUPPLY CO., INC.
5128 W. NORTH AVE. CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Program OUTLINE

20th ANNIVERSARY NIRA CONFERENCE and EXHIBIT JUNE 11, 12, 13 and 14, 19

Time	Sunday, June 11	Monday, June 12	Tuesday, June 13	Wednesday, June 14
Morning	Consult the Experts: informal discussions on travel clubs, ham radio, coin and stamp clubs, hiking and camping, garden and flower clubs, hobby shows, sports car clubs, dramatics, self-improvement programs and industrial recreation councils. State Chairman Seminar	Keyman Breakfast Exhibits General Session Sports Demonstrations: conservation, fast draw, go-karts, casting, golf, rebound tumbling Exhibits	Concurrent Seminars 1. Activity Ideas for Retirees: Dr. Fred Faassen 2. Purchasing Practices 3. Special Employee Services Exhibits	General Session Vending debate: Owners Concession Concurrent Seminars 1. Penny for Your Ideas 2. Common Sense Cost C 3. Planning and Financin reation Facilities
Afternoon	Exhibit Hall Opens Opening Session Bill Veeck, Chicago White Sox V. F. Hernlund, director of recreation, Chicago Park District Exhibits General Session Bowling Ethics: Howard Seehausen, BPAA executive director Exhibits	NIRA Luncheon Mayor Richard J. Daley G. Herbert True, "Ideas Make Men Great" Exhibits Concurrent Seminars 1. Activity Ideas for Small Company Recreation Programs 2. Activity Ideas for Metropolitan Company Programs 3. Activity Ideas for Women's Programs Exhibits Regional Meetings	Brunswick Luncheon Nick George, vice president, employee and public relations U. S. Steel Swing Vochestra Exhibits Concurrent Seminars 1. Operating Policies for Recreation Parks and Centers 2. NIRA Programs and Services, Today and Tomorrow 3. Employee Recreation Association Newsletters Exhibit Hall Closes	NIRA Anniversary Luncheon Past Presidents Helms Awards Annual Business Meeting Election of Officers
Evening	Welcome Reception: Hoedown	NIRA Travel Council Reception	Baseball (optional) White Sox vs Angels	NIRA Banquet and Floor Sh

Wives PROGRAM

	Morning	Afternoon	Evening
Sun.	Get Acquainted Briefing	NIRA Opening Session	Welcome Reception
Mon.	Shopping Trip	NIRA Luncheon (optional)	Travel Council Receptio
Tue.	Sightseeing Tour	Wives Luncheon	Baseball Game (option
Wed.	Don McNeil Breakfast Club	Anniversary Luncheon (optional)	NIRA Banquet and Floo

Register in advance

DEADLINE FOR ADVANCE REGISTRATIONS — JUNE

- For best accommodations
- Time saver on opening day
- Listing in the conference director (it helps us and it helps you!)

REGISTRATION FEES:

NIRA Members (Company and Branch)	$40.00
Non-members of NIRA	$50.00
Wives (members and non-members)	$20.00

Daily rates also available

(make checks payable to the National Industrial Recreation Assn.)

YOUR REGISTRATION INCLUDES:

- Welcome Reception
- Monday NIRA Luncheon
- NIRA Travel Council Reception
- Tuesday Brunswick Luncheon
- NIRA Anniversary Luncheon
- NIRA Banquet and Floor Show
- Conference Program
- Conference Proceeding
- Registration Badge
- Door Prizes
- Souvenirs

MAIL TODAY: Your reservation card and check. Your choice of hotel accommodations.

REGISTER
in ADVANCE

20th ANNIVERSARY NIRA EXHIBIT AND CONFERENCE

JUNE 11-14, 1961
Hotel Sherman, Chicago



1 LEARN NEW IDEAS

2 KEEP UP-TO-DATE

3 TAKE ACTIVE PART

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
NIRA

the only national conference and exhibit on industrial recreation

Let your Wilson Sporting Goods dealer help you pick golf's greatest prizes

Sure success for your company-sponsored golf events

Everybody wants to play—and win—when your prize lineup is America's first line of golf equipment. Whether you're planning a one-day outing or a season of league play, check with your Wilson sporting goods dealer for Wilson clubs, balls, and the full range of accessories. Here are three prize ideas which feature famous Wilson quality and are endorsed by these famed members of the Wilson Advisory Staff.



Sam Snead picks these prize awards to fit a $2,000* budget

- 4 sets each of Sam Snead woods, irons, Wilson golf bag, cart, and dozen Snead golf balls
- 4 sets Arnold Palmer woods and irons
- 4 sets Sam Snead woods
- 4 sets Arnold Palmer irons
- 4 Wilson quality golf bags and carts
- 4 Wilson golf bags
- 4 Wilson golf umbrellas
- 32 dozen Sam Snead golf balls



Arnold Palmer picks these prize awards to fit a $500* budget

- Set of Arnold Palmer woods and irons
- Set of Arnold Palmer woods
- Set of Arnold Palmer irons
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- Sandy Andy wedge
- Arnold Palmer putter
- 2 dozen Sam Snead golf balls



Patty Berg picks these prize awards to fit a $150* budget

- Set of Sam Snead or Patty Berg woods
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- 1 dozen Sam Snead or Patty Berg golf balls

**Subject to variation depending upon models selected*

Select Wilson for all athletic equipment.



GOLF'S GREAT WHEN YOU PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

MAY • 1961

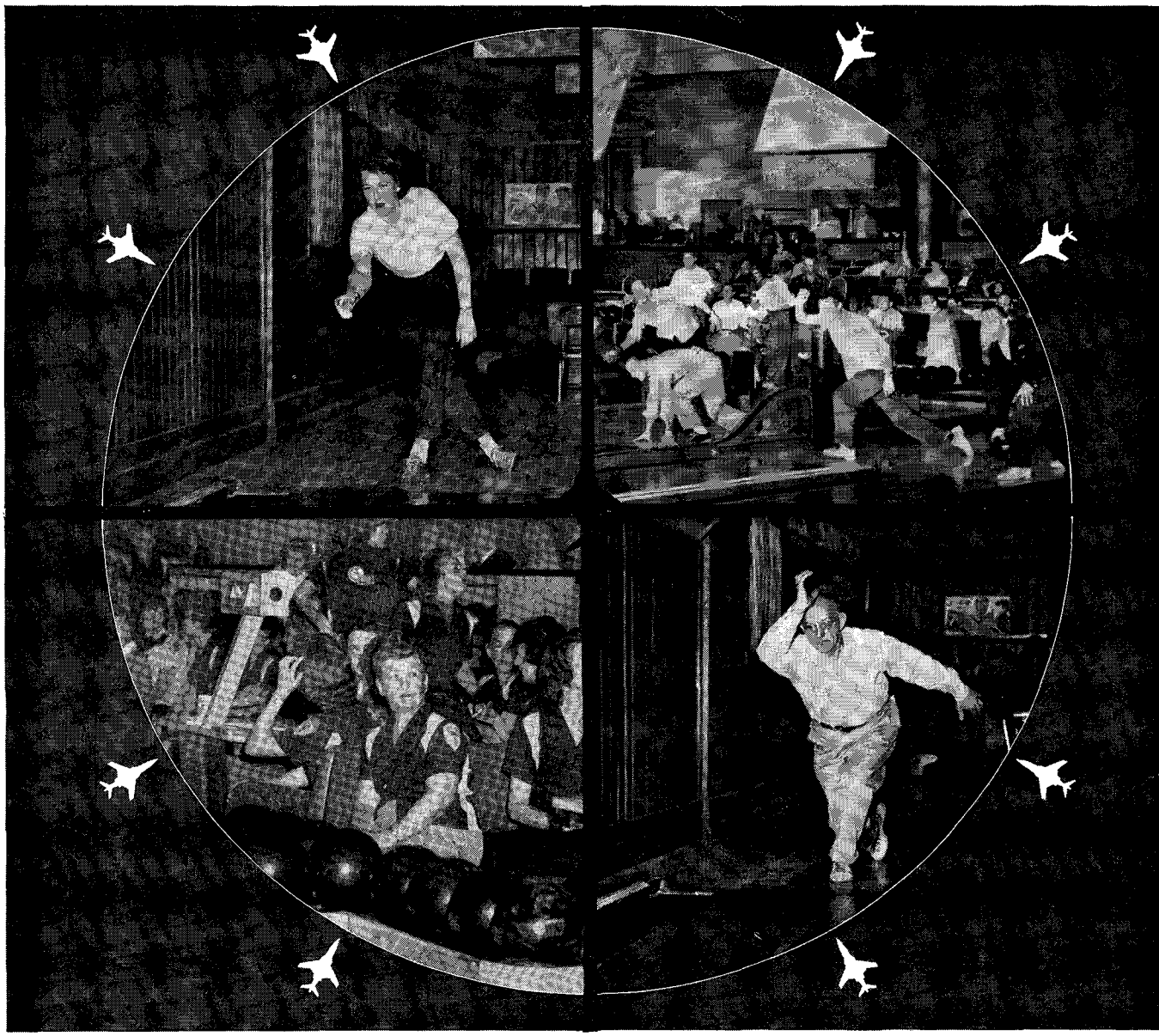
RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



BOWLING WORKS FOR INDUSTRY AND BUSINESS...

BOWLING WORKS 24 HOURS A DAY AT ROHR AIRCRAFT!

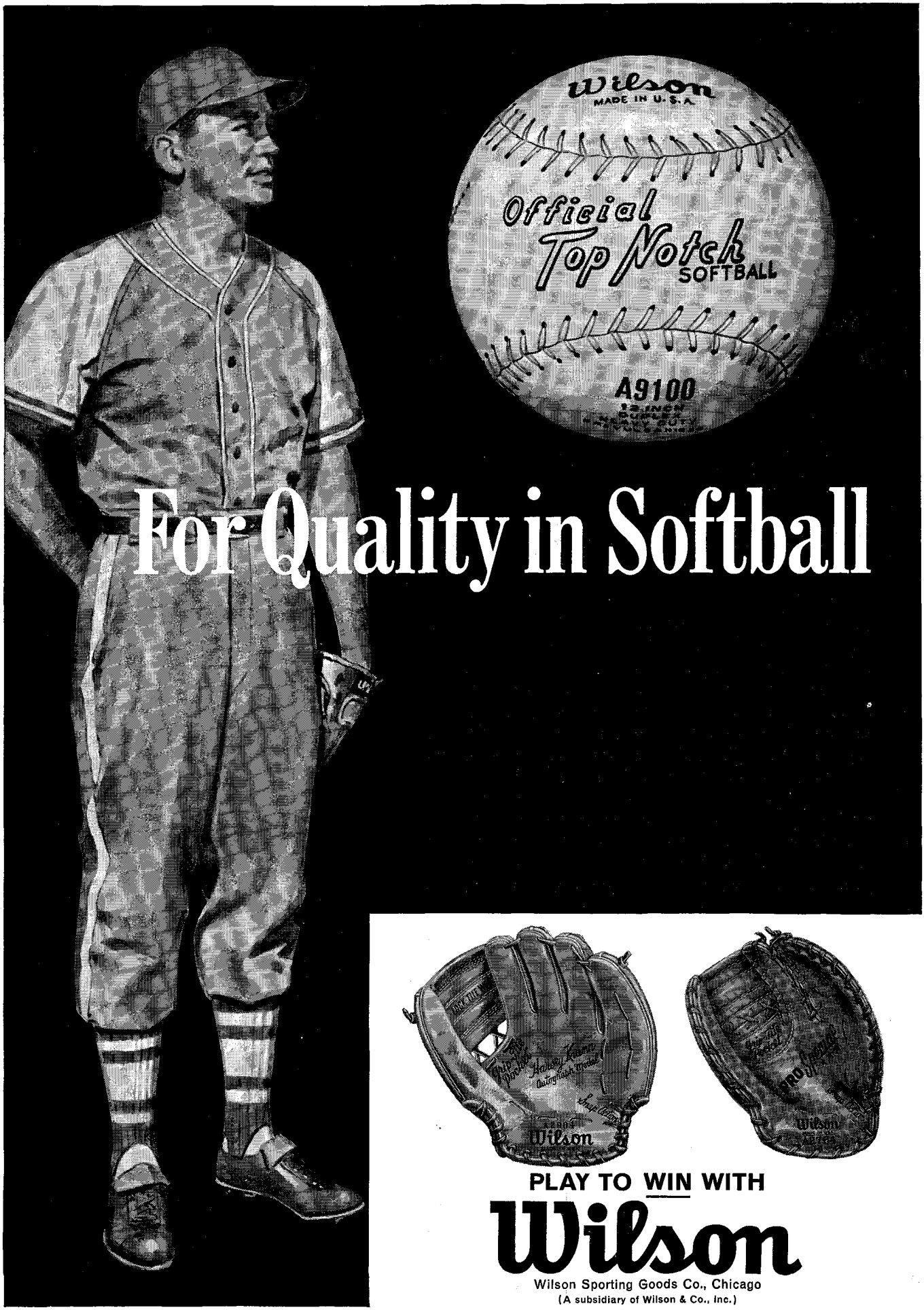


Summer and winter, night and day, bowling provides fun and relaxation for both men and women at Rohr Aircraft Corporation. Swing-shift bowlers roll from 1 to 3 a.m.—and the company's bowling program works 365 days a year—straight through the summer, thanks to modern air-conditioned bowling centers. Over 600 Rohr employees now participate in the company's year-'round bowling program. "It's the best good-will builder we've ever discovered," says Recreation Director E. O. Hulick.

Yet, of all participation sports, bowling costs less to sponsor than any other organized all-year activity!

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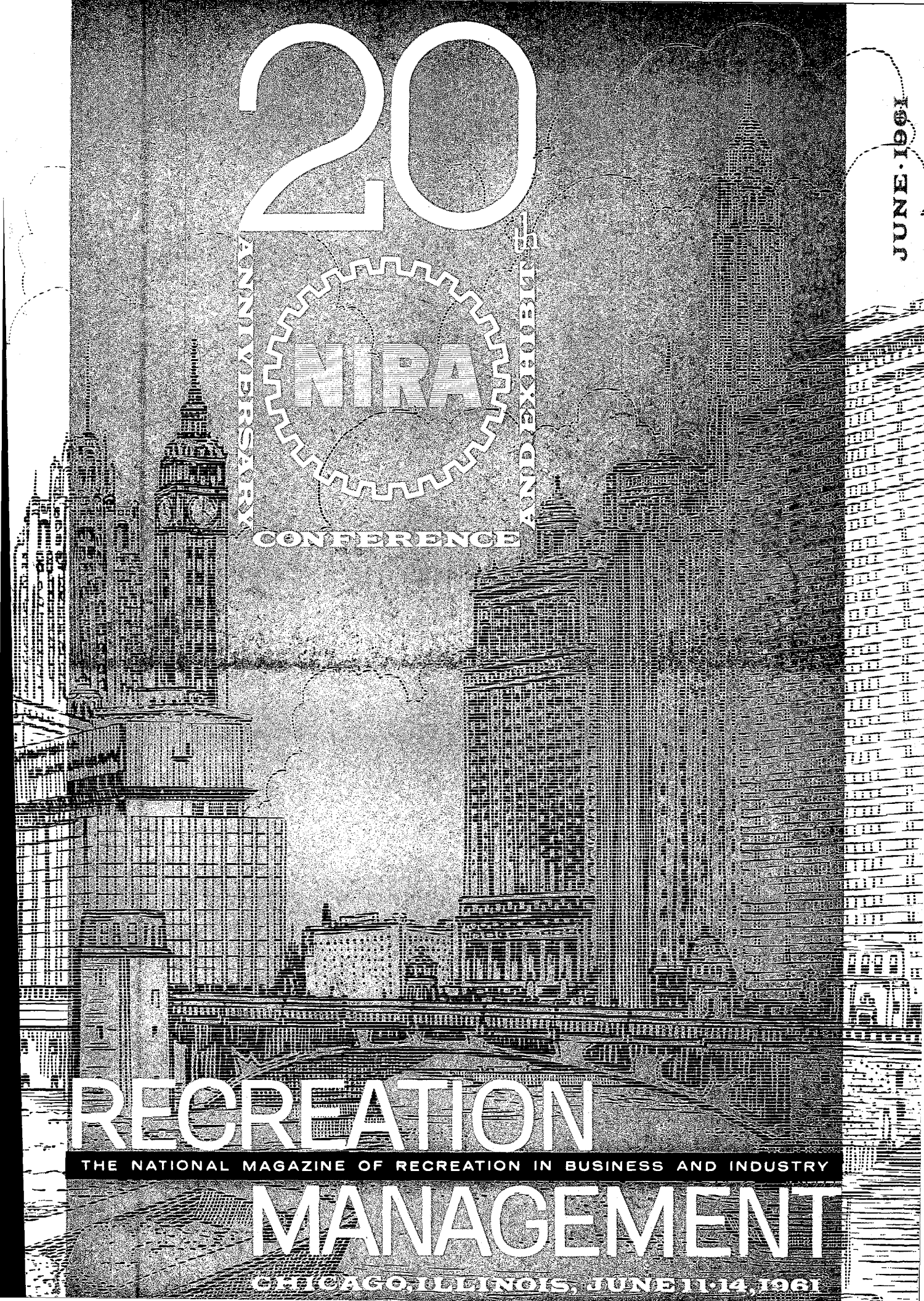


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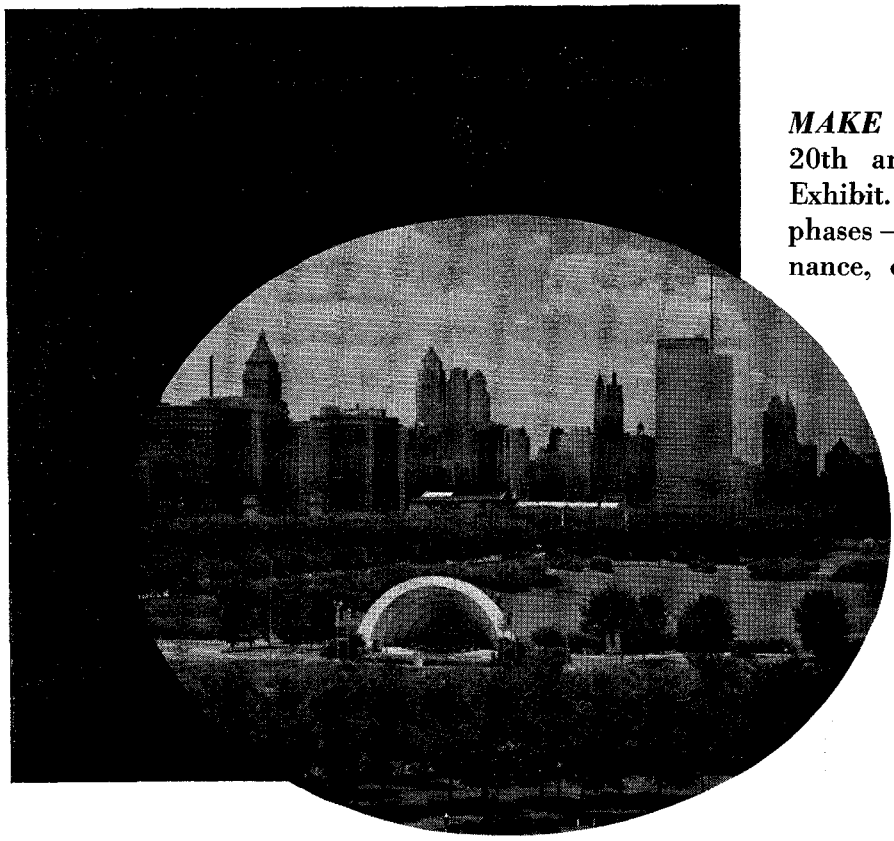
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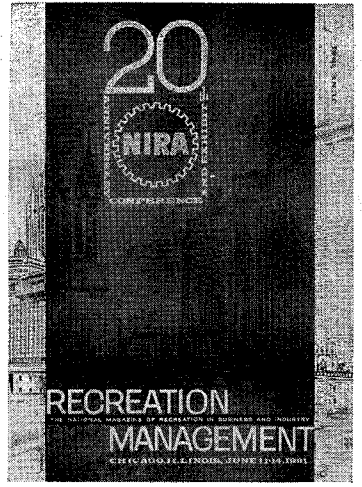
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JUNE 1961 *Vol. 4, No. 6*

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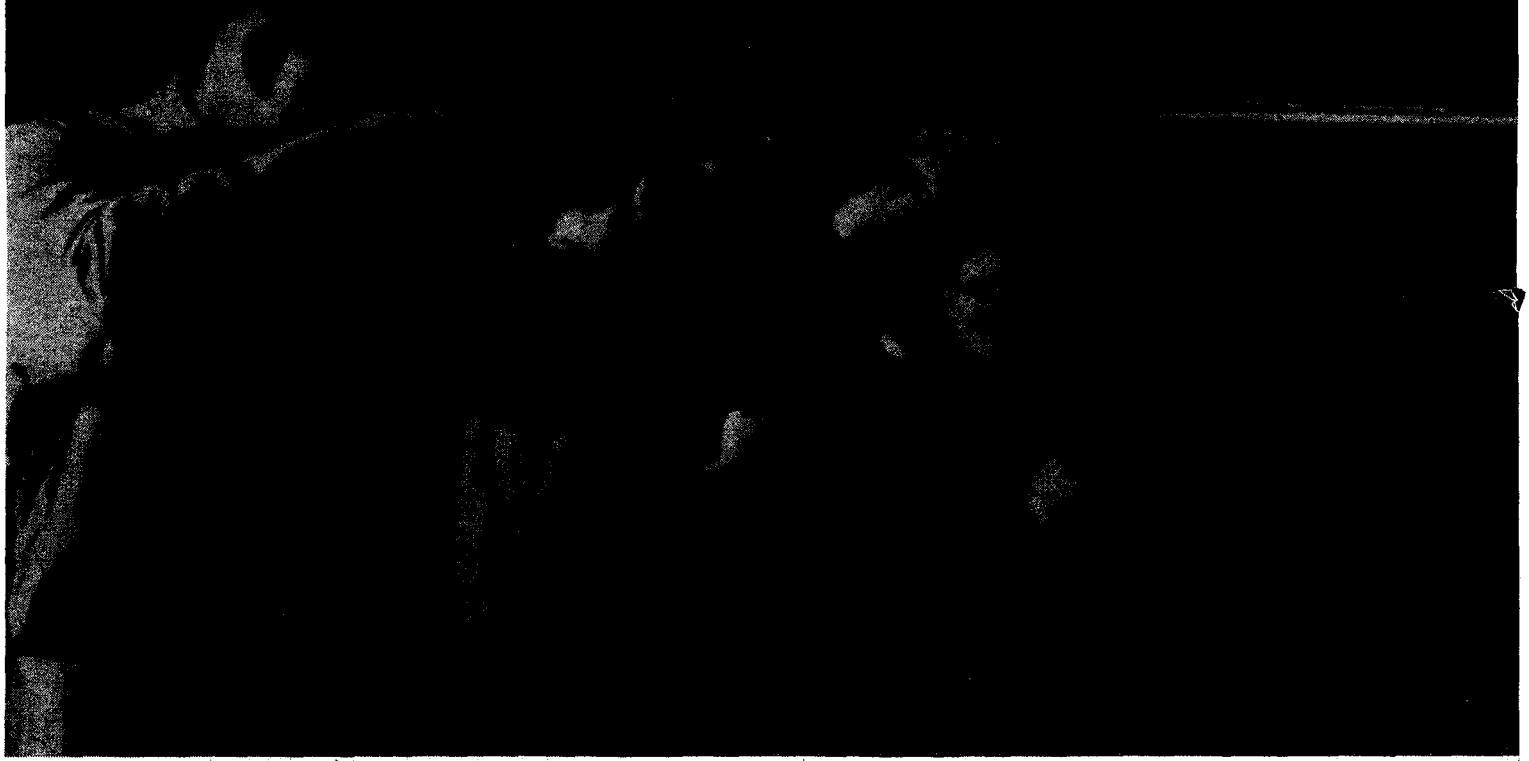
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YESTERDAY: Twenty years ago a group of 12 disciples met at Purdue University and decided to form a more perfect union of work and recreation. Their dedication and the enthusiasm of their followers has resulted in bringing happiness to millions of our industrial population.

These leaders in Employee Personnel Services (recreation) have enriched and broadened the pleasure of everyday living. Both the hourly and salaried man and woman have been given opportunities for a "better life" in the 20th century.

The formation of the National Industrial Recreation Association in 1941 has for the past two decades brought to its membership ingenious ideas, methods and ideals. The broad structure of its conference sessions, as well as its pertinent publications, has presented new horizons to its members for programming its multiple activities.

These programs have increased interest and participation of employees. In turn this expanding attendance at events has, in many cases, shown the imperative need for individual company-employee recreation facilities.

Prior to 1939, the program of employee recreation primarily concerned itself with athletics and welfare. Research carried out by the Association in cooperation with Purdue University clearly indicated the need for a broader scope of activities. The sound basis, initially established by the Association, has brought about the following specific accomplishments during the past 20 years.

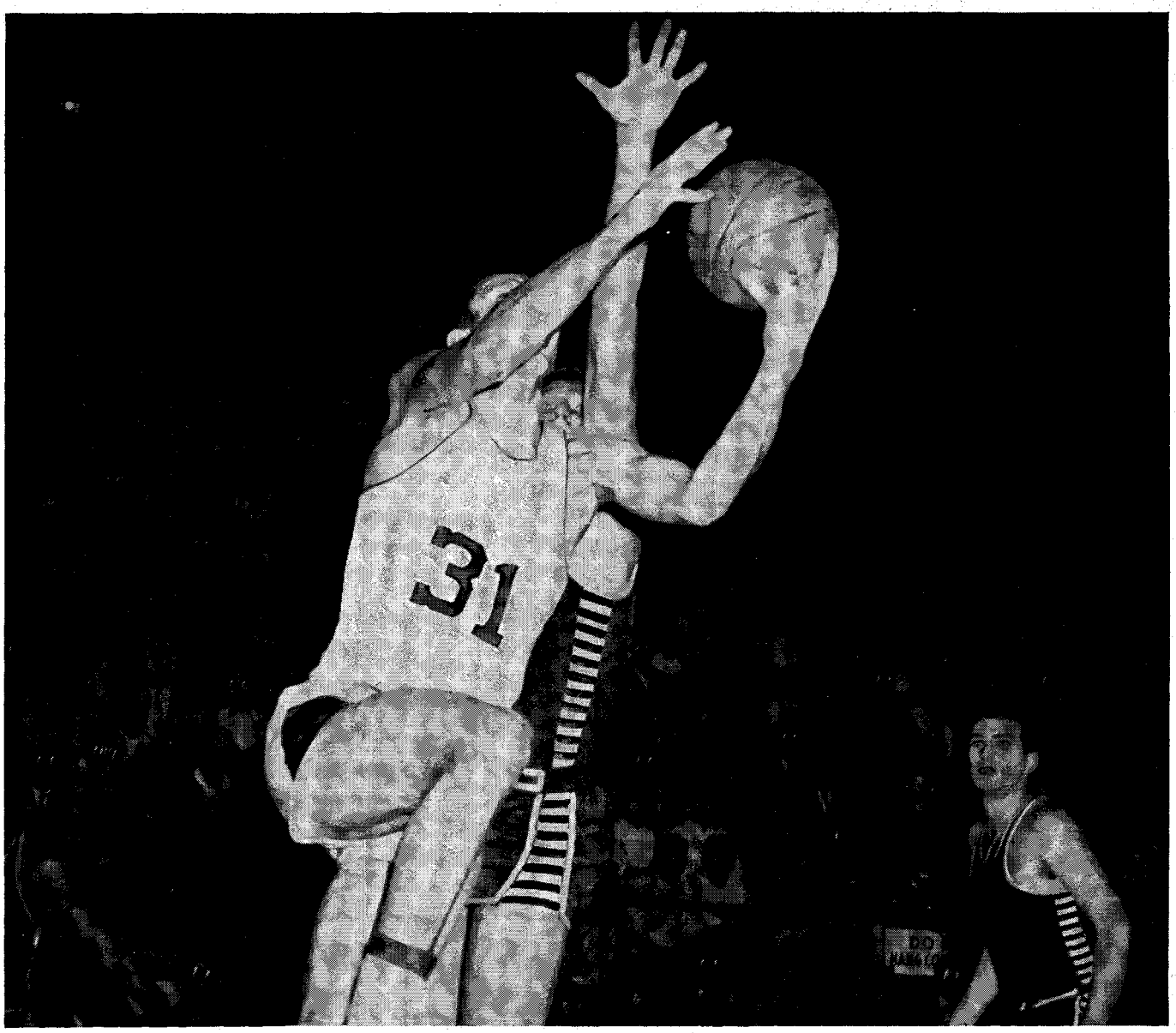
1. Top and middle management have increasingly recognized the needs and values of the program of "off-the-job" living.
2. The leadership and control of the program has shifted from paternalism to employee-directed.
3. The program has changed from one primarily offering only athletics to a balanced *seasonal* program of social, cultural, outing and educational activities.
4. Increased attendance has necessitated a larger paid staff complemented by the increasing number of volunteer leaders.
5. Due to increased participation and lack of municipal recreation facilities, more and more company-employee owned facilities have been constructed.
6. Each year the National Association has added to its sponsorship an increasing number of national industrial competitions in fishing, bowling and the like.
7. The quality of association leadership has raised the intellectual stature of the Employee Service Directors in each of the companies they direct.

TOMORROW: The National Industrial Recreation Association and its members face a challenge to promote new programs undreamed of today. Factors that demand new frontiers are (1) the steadily expanding numbers in the labor force, (2) automation, (3) moving of industries to suburban areas (4) increased employee stresses and strains due to transportation between work and home, both heads of family working to meet rising costs of living, need

see "Twenty Years of Progress," page 50



Floyd R. Eastwood
Ph. D., Professor Counseling
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First NIRA President, 1941-44



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CONFLICT...

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DIVISION OF BRUNSWICK

WORLD LEADER IN RECREATION

by Ada Paskind Kahn

SCRATCH-BUILT R.R.

The "scratch-builders" have made model railroading a widely diversified, many-phased hobby. It meets all the requirements of a successful employee club

For every boy who ever had or yearned for a toy railroad, there is a man whose hobby is model railroading. Across the country, employees with a railroading interest belong to company clubs whose trains run over thousands of miles of track every year.

What is it about constructing model rail lines, model towns, building scenery, collecting trains and watching them run that fascinates adults?

GIGANTIC ENTERPRISES

"By various means and by using an astonishing variety of materials, we can pursue an endless construction program," said a member of The Upjohn Company model railroad club in Kalamazoo, Mich. "As model railroaders, we create gigantic enterprises in minatures."

These gigantic enterprises can be scaled-down cities, an array of freight loading docks, a suburban passenger line with stations along the track, mountains and valleys, or—and this is the secret of its appeal—just about anything the innovator imagines.

Then what is the ultimate goal of a model railroad club? The president of the club at Electromotive Division of General Motors Corp. in LaGrange, Ill., sums up their aims this way:

"The club tries to simulate prototype operation as closely as possible; we want to increase our number of hills, switches, grade crossings where trains can hit each other just as real trains can do, and other conditions that provide real and continuing problems for our trains. We want more challenges for our railroad, and yet keep it simple enough for one or two men to run during an open house showing."

Model railroading clubs in industry are encouraged by management because the hobby offers diversified recreation for all interested employees, particularly those whose jobs are routine.

A man whose job requires little personal decision benefits greatly from the opportunity model railroading affords in the way of developing initiative, foresight and creativity.

The man with a sedentary job gets a chance to build and operate a train, giving him a real and refreshing change from his daily routine.

The man who works with his hands can find an equally satisfying diversion in planning schedules and drawing train layouts.

FIVE TYPES OF RAILROADERS

While the hobby has a wide variety of appeals, there are five general classifications of participants. These can be called the modelmakers, inventors, engineers, dispatchers and spectators. Many follow more than one area, and a few may cover all of them.

Modelmakers are interested in construction of scale models and usually progress from assembling simple kits to "scratch-building" from stock materials





Variety of interests attract many adults like these employees of The Upjohn Co. who have been caught up in the fascination of (l-r): ***experimenting*** with controls and circuits or building from stock parts; ***applying*** life-like finishing touches to miniature models; ***designing*** and completing track layouts and scenery; or the frequently ***brain-challenging*** enjoyment of making-up and dispatching trains.

and purchased parts.

Inventors like to experiment with various complicated control circuits, devices and special effects.

Engineers are interested in simulating actual operations and are concerned with the movements of a specific train, usually visualizing themselves as being in the cab of the locomotive.

Dispatchers, on the other hand, think big and view their complicated operations from the standpoint of the man in the control tower. Spectators, of course, include just about everybody.

One of the attributes of model railroading as a constructive hobby is the number of directions in which a hobbyist may participate while still contributing to one, over-all project.

For example, some railroad enthusiasts specialize in collecting. Employees at Allis-Chalmers Mfg. Co., Milwaukee, Wis., have more than 500 cars in a collection, varying in size.

"The railroad companies have always been very cooperative and quite interested in our work. One company used a model of ours for their annual display," said a member. A-C members visit railroad yards and inspect real cars before building models.

Because of the nature of a model railroad, consisting of numerous small projects combined into a whole, it gives the hobbyist many separate satisfactions of accomplishment with continuing opportunity for challenge. The scratch builder is in the driver's seat with regard to the future of his own railroad.

An innovation in operation is now under construction at Dominion Foundries & Steel, Ltd., Hamilton, Ont. Members are building private sidings for their own cars. When track-laying is completed, the new sidings will be wired, and remote control selector switches will be installed in the main control panel.

INNOVATION, FASCINATION

This will mean that any member can turn the selector switch to his own siding and bring out or put in any of his own cars.

Besides these technical aspects, Electromotive's club feels that because of the fascination trains have for children, meetings are open at all times for members' families. Children often outnumber the adults.

Historically, model railroading is probably as old as railroads, since many of the original designs were initially produced in scale model form. Until the last 30 years or so, however, the hobby was limited to a few widely scattered craftsmen who made models from their own castings.

Today it's a different story. Membership in an employee railroad club offers opportunities for persons without suitable space to participate on a more elaborate basis than the average hobbyist could do on his own.

Clubs also put the beginner in contact with more experienced model railroaders from whom they can learn.

Contrary to popular opinion, model railroading can be pursued on a limited budget, especially when projects are worked out by a group. Labor is the chief cost because many scrap materials such as bits of cardboard, wood, paper, spools, dowels, toothpicks, paper clips, sand, tacks, etc. can be used.

Recent surveys indicate that the average participant spends less than $3 a week and devotes an average of six hours a week to his hobby. After an initial period of about a year or so during which certain basic needs are filled, the project takes on new dimensions.

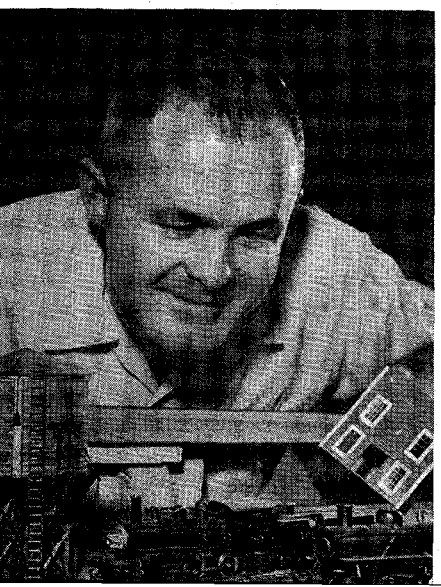
Basic equipment usually consists of a locomotive or two, some cars, track, power supply and simple small tools. Serious hobbyists are discontent with the usual small loop of track supplied with a train set and quickly turn to the construction of some kind of layout. These vary from a small test track on a shelf or board to large ones occupying entire rooms.

CLUB ORGANIZATION

In sponsoring clubs, companies primarily furnish meeting and layout space. In some cases this is augmented by supplying lumber and other types of material which go into the construction of the layout itself.

The rolling stock used on the track is usually the personal property of the members, although some basic items may belong to the club as a group.

An important first step in organizing a club is to draw up the fundamental principles governing its aims, conduct and rules. These should be indicated broadly enough to forestall any debate







Control panel and one end of the large layout built by Lockheed Aircraft Corp.'s Model Railroad Club, Burbank, Calif., gives an idea of what can be accomplished by a well-run employee club.

over parliamentary interpretations so that meetings can be devoted exclusively to the enjoyment of railroading rather than splitting technical hairs.

Routine business is usually handled by an executive committee. Business meetings are not necessary, but can be held at the discretion of members.

STRONG RAILROAD TIES

Even the club's organization can be modelled after real railroads. The club president is more appropriately called chairman of the board or general manager. The small club may be patterned along the lines of a railroad division where the ranking official is the superintendent.

There's more real railroad flavor to the name "chief clerk" than to the title secretary. The chief fiscal officer or comptroller keeps operations within the budget.

Other members and the officers themselves take on positions as engineers for each train, towermen, yardmasters, switchmen, dispatchers.

The dues levied on each member must represent his fair share of the expense of the club effort. Even if the company or employee association underwrites most of the cost, it is a good idea for the club to have initiation fees and modest dues.

Most clubs meet once a week for construction work, but actual operation in many is on a bi-weekly or monthly basis. In the early phases of construction, or during the period prior to club exhibitions, many clubs require members to give extra time to construction and preparation.

Once a month, the club should hold a program to enlarge members' knowledge of the hobby and railroading. These programs stimulate a keener interest in modeling and railroad practice. Since the hobby encompasses not only accurate modeling but also authentic operation, programs should emphasize all phases of railroading.

ADDED ATTRACTIONS

Excellent films are available. Some deal exclusively with operation, while others, though largely devoted to travel, feature many reference shots of trains and equipment. Men from operating departments of railroads serve well as occasional speakers providing first hand information.

Many clubs enjoy regional and national contacts. This can be accomplished by joining the National Model Railroad Assn. and attending its regional and national conventions.

Not all club members care to participate in building the railroad. In many, the construction work is done by a core of eight or 10 members most interested in that phase of modeling.

Other members find interest in such club activities as photographing trains, arranging trips to see real and model railroads in nearby towns and a dozen other projects.

Clubs can expand their activities by running an annual open house for other employees and their families. The general public will also enjoy seeing what the club has done, just as the members will find satisfaction in showing off their equipment. If a small admission fee is charged, it helps build the railroad faster.

3,000 VISITORS

Electromotive's club has an open house during the division's family Christmas party. Between 2,500 and 3,000 visitors attended the club's showing within a period of six hours last year.

The first project for the new club is to decide exactly what the members want to do. The entire layout from track to model towns, railroad yards, stations, rivers, bridges, etc. must be drawn in detail.

This is essential not only in building the layout but to determine space required or to fit space already available. Ideally, the club will obtain a permanent room in which strong benches or tables can be built along the walls at a convenient height. Some space should also be provided for spectators.

Most model railroads, particularly the "scratch-builts" are made in the small scale H-O-Gauge of 3.5mm to the foot. Thus, a true scale H-O-Gauge box car will be 1/37 of 40 feet, or about 5½ inches long. Buildings near the track should be made to scale, but those in the background can be smaller to create an illusion of distance.

Yet, with even the most far-sighted thinking, many model clubs outgrow their original plans. A good example is the Fairbanks, Morse & Co. Model Railroad Club which recently merged with the Beloit (Wis.) Model Railroad Club.

With the donation of FM's equipment to the Beloit Club and with the utilization of an off-plant location, the whole community of Beloit should benefit, said a club spokesman.

FROM OUT OF THE "BURN PILE"

The growth of the Fairbanks, Morse club is typical of many. Members began eight years ago with a space 18 x 20 feet to house their permanent layout. With a handsome contribution from FM & Co., the acquisition of scrap lumber from the "burn pile" and funds donated by individual members, work progressed.

The general plan for the FM railroad stemmed from an actual section of the Baltimore & Ohio at Cumberland Gap, W. Va. The name "Central of Wisconsin" was attached to the project. After three years, major construction was completed and the layout was ready.

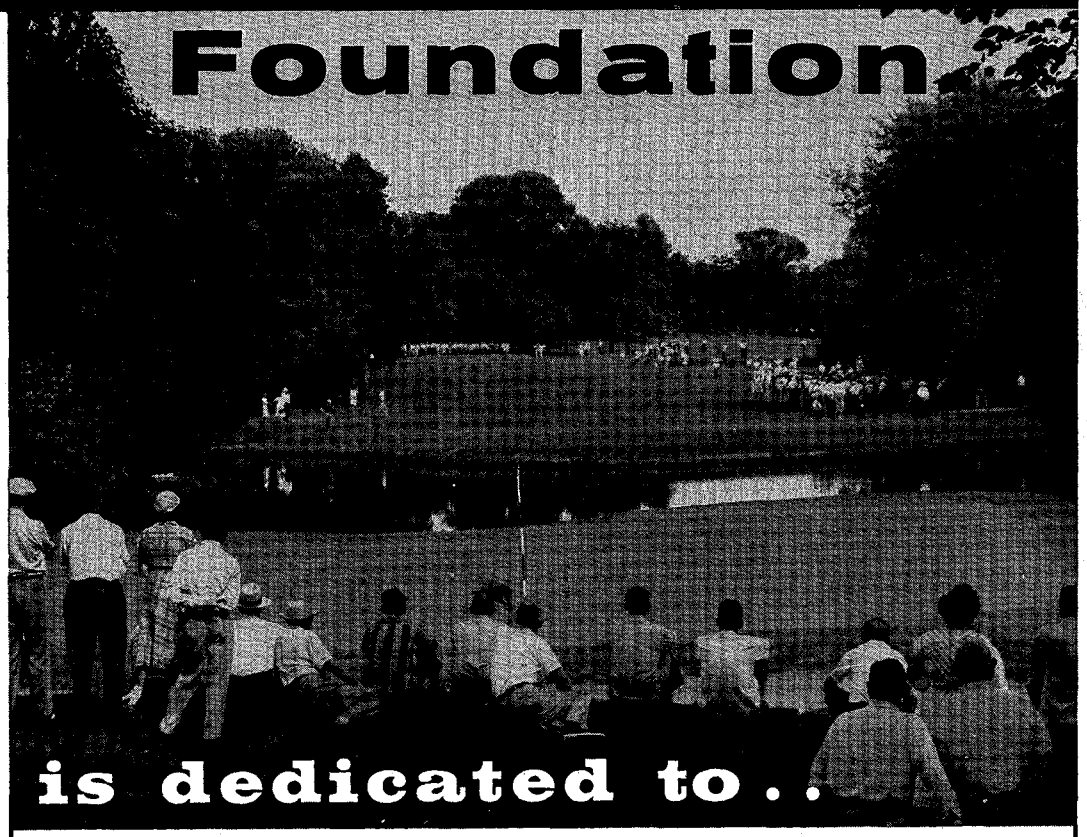
Because of the railroad's appeal to boys, visits from scouting organizations became frequent, as they do in clubs all over the country. The main efforts of the club continued by improving existing equipment and adding a variety of new pieces.

One particularly outstanding project was completed by an ambitious member. From tin cans and scrap metal, he built an operating Bascule double rolling, railroad lift bridge that required about 200 hours of his leisure time.

The hobby combines these opportunities for creativeness with challenging feats of engineering that call for intricate schedules, careful manipulations and earnest cooperation.

Thus model railroading involves a game of skill as well as skill of construction. There's something in the hobby for everyone.

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Davis Felt & Carpet Co.
Derby Cap Mfg. Co., Inc.
J. A. Dubow Mfg. Co.
Dunlop Tire & Rubber Corp.
Eagle Golf Shop
Eastern Golf Company
Fairways Miniature Golf
Fawick Flexi-Grip Co.
Fernquest & Johnson Golf Co.
Jimmy Flowers & Co.
Golfcraft, Inc.
Golfdom, Inc.
Golfing
Golf Digest
Golf World
The B. F. Goodrich Co.
Gorman Golf Products
Paul Hahn
Hand Craft Golf Co.
C. M. Hill Co.
Hillerich & Bradsby Co.
Hilts-Willard Glove Corp.
Hinson Mfg. Co.
Ben Hogan Co.
Jackman Sportswear Co., Inc.
Jacobsen Mfg. Co.
King's Golf Clubs
Kosar Golf Development Lab.
Krigger & Co., Inc.
Lamkin Leather Company
Lauman Golf Supply Co.
MacGregor Golf Co.
Fred Matzie Golf Co.
Mikol Mfg. Co.
Mueller Brass Co.
National Capital Toro, Inc.
National Sporting Goods Assn.
Jim Noonan Company
Northern Golf Ball Co.
Obitz-Farley Co., Inc.
Par Aide Products Co.
Par-Inc.
Par Light Mfg. Co.
Pedersen Manufacturing Co.
Perrella Golf Gloves, Inc.
Professional Golf Co.
Rainy Sprinkler Sales
John Reuter
Roseman Mower Corp.
Rye Golf Shop
Ernie Sabayrac, Inc.
George Sayers
O. M. Scott & Sons Co.
Kenneth Smith
Ted Smith
Southern Golf Distributors
A. G. Spalding & Bros., Inc.
Sports Apparel, Inc.
Sportsman's Golf Corp.
Standard Mfg. Co.
Frank Strassa
Taylor Brothers
Stan Thompson Golf Club Co.
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True Temper Corp.
Ralph Tyler
United States Rubber Company
Urban Land Institute
Wilson Sporting Goods Company
Wittek Golf Range Supply Co.
Lester Young



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YOUTH LEAGUES STRIKE OUT!

Little League's questionable "experiment" in the Pony and Babe Ruth age range will solve no problems, but has already created new ones

***WHO** asked for a "Senior" Little League and a "Junior" Pony League? Certainly not the millions of boys and thousands of adult volunteers who will be expected to support these two new overlapping programs.*

What they want are strong national organizations that can provide worthwhile support to local leagues, that have the financial strength to carry out these programs year after year and to conduct national eliminations properly. They expect the national leadership to work only in the boys' interests, not for commercial exploitation.

The two new programs offer nothing to youth baseball. Instead they discredit the entire movement and its leadership. To help give those companies, which have wholeheartedly supported the program in the past, a better understanding of the situation, R/M reports on the recent developments in organized youth baseball.

In March, Little League Baseball, Inc. announced to its member leagues that it would undertake a "brand new experimental program" during the 1961 season.

The program will involve a senior division of Little League for boys 13, 14 and 15 years old. All phases of league activity will be identical with Little League, and the entire program is to be operated by local Little League personnel.

Little League will conduct the program in about 100 senior leagues in selected communities throughout the country. The stated purpose for the "experiment" is to determine the problems that exist in the immediate age group beyond Little League Baseball; why there cannot be more opportunities for Little League graduates to continue playing baseball.

ACTION AND REACTION

With this decision, Little League plunged into the age range served for the past 10 years by Pony League and Babe Ruth League. And, Little League competition will be formidable. Not only is it the largest and strongest of the various youth baseball organizations, but it also provides the players who graduate to the Pony and Babe Ruth leagues.

What was the reaction to the Little League move? Babe Ruth League President Samuel M. Welsh gave this statement to R/M: "We are not aware of a need in youth baseball for associations other than our own in the age bracket we have served so long and so successfully. We can assure you that Babe Ruth League continues to enjoy the support of all recognized youth baseball organizations, as well as the service organizations of the nation and leaders of the entire recreation world."

Pony League's response was far more positive. In all-out retaliation, Pony League announced the formation of a Junior Pony Baseball League for boys 12 and under to become effective immediately.

Thus, direct competition between Pony and Little leagues has been opened on two fronts. Pony League, at least, considers it to be a fight for survival, judging from this statement which appeared in the April *Pony & Colt Baseball Bulletin:*

"Pony League's opposition is not to the principals and ideals of Little League, it is to the administrative policy which would not generally be condoned at the local league level, a policy so veiled in evasiveness that it appears to be merely a disguise for the first step toward a monopoly which threatens the very existence of Pony League and the premise upon which it is based."

SIX QUESTIONS

The *Bulletin* goes on to ask six penetrating questions which deserve, but will probably never get, answers:

"*Why* . . . does Little League consider its new undertaking an 'experimental program,' when the same type of program has been operated . . . for 10 years?

"*Why* . . . if Little League conscientiously intended to 'determine the problems that exist in the immediate age group beyond Little League Baseball' was there not a study made of existing programs already in operation for a decade. . . ?

"*Why* . . . after 20 years of operation has Little League suddenly realized that 'We must be interested in where our youngsters go when they leave Little League Baseball?

"*Why* . . . after 20 years of operation did the program suddenly become so urgent it was announced March 10, less than two weeks before the opening of the 1961 Little League Congress. . . ?

"*Why* . . . were the delegates to the 1961 Little League Congress not permitted to vote on or debate the merits of this plan?

"*Why* . . . has Little League Baseball chosen to publicly ignore the existence of programs which were organized solely for the purpose of providing graduates of Little League an opportunity to continue playing baseball . . . an opportunity which until this time Little League has failed to provide?"

Unanswered, these questions raise serious doubts about Little League motives in sponsoring a senior division.

Seeking the answers, R/M asked Little League to outline the new program and the needs prompting it. Little League begged the question, replied only that ". . . in view of the fact that the season is still some weeks removed, there is little that can be stated at this time."

Pony League can hardly be blamed for retaliating. But the problem is not a need for more competing programs, but for strong programs devoted exclusively to the best interests of the boys who play the game.

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- 4 Wilson quality golf bags and carts
- 4 Wilson golf bags
- 4 Wilson golf umbrellas
- 32 dozen Sam Snead golf balls



Arnold Palmer picks these prize awards to fit a $500* budget

- Set of Arnold Palmer woods and irons
- Set of Arnold Palmer woods
- Set of Arnold Palmer irons
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- Sandy Andy wedge
- Arnold Palmer putter
- 2 dozen Sam Snead golf balls



Patty Berg picks these prize awards to fit a $150* budget

- Set of Sam Snead or Patty Berg woods
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- 1 dozen Sam Snead or Patty Berg golf balls

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Status Quo
... on the bowling front

Temporary injunction issued by Federal Court in the BPAA-ABC suit forestalls enforcement of new bowling tournament eligibility rules for an indefinite period

For the time being, at least, bowlers can proceed to make plans for the 1961-62 season as they have done in the past.

A temporary injunction issued by Federal Court in Chicago, May 2, restored the status quo to a bowling world beset by conflicting eligibility rules and a lawsuit filed by the Bowling Proprietors' Assn. of America which threatened dissolution of the American Bowling Congress as an illegal monopoly.

HOW IT ALL STARTED

Becoming increasingly serious as the months passed, the start of the trouble between the two powerful bowling organizations dates back to the BPAA convention last year, when the proprietors strengthened the restrictions of their tournament eligibility rule (Aug. R/M, page 14).

The revised rule requires that bowlers must confine all their sanctioned league, tournament and advertised exhibition bowling exclusively to BPAA member establishments in order to be eligible not only for national BPAA events, but also for meets sponsored by local proprietor associations affiliated with BPAA.

Believing the BPAA rule to be unfair to bowlers, the American Bowling Congress let it be known that unless the BPAA changed the rule, the ABC would take action at its 1961 congress to deny sanctions to any league or tournament based on full observance of the BPAA eligibility rule.

Despite the ABC threat, the proprietors refused to back down (March R/M, page 39). At their January 1961 board meeting, the BPAA concluded that the ABC's proposed action would not only be unfair to bowling proprietors, but it would actually be illegal.

Thus, the BPAA announced that if the ABC adopted the proposal at its convention, the BPAA would file suit in Federal Court to enjoin the ABC from enforcing the new rule.

ABC called the bluff and on April 14, passed the amendment thereby denying sanctions to any bowling leagues and tournaments applying the BPAA rule.

BPAA, however, was not bluffing. On April 20, it filed suit against the ABC not merely to have its eligibility rule upheld but asking that the ABC be dissolved as an illegal monopoly.

The BPAA complaint also asked that, pending trial of the case, the ABC be enjoined from interfering with BPAA tournaments.

That is exactly what the Chicago Federal Court did at a preliminary hearing of the case on May 2. The Court's temporary injunction enjoins the ABC for an indefinite period from enforcing its amended rules.

Thus, the bowling world returns to at least a temporary state of normalcy. Without fearing expulsion from the ABC, individual bowlers and teams may continue with their plans to enter BPAA leagues or tournaments during the forthcoming season, if they so desire.

TIME TO TALK

The effect of the injunction is to give both parties the opportunity to exhaust every possibility of reaching agreement outside of court.

And, regardless of the possible outcome of the law suit and its bearing on the new ABC rules, both groups have good cause to make the most of the opportunity.

Should the case be heard in court and be defeated, which of course is a chance the BPAA faces, the proprietors would, presumably, be forced to live with the new ABC rules. This, the proprietors claim, would cause irreparable loss and damage to the BPAA and its members; would also destroy the tournaments which BPAA has built up over the last 21 years.

The major national tournaments which the BPAA sponsors and subsidizes include: the All-Star Tournament, National Doubles, National Team, National Handicap Team and Singles, National Duckpin All-Star and the new National Junior Championships for boys and girls. (It should be pointed out that when ABC adopted the amendment, it authorized its Executive Board to set the effective date of the regulation. The date had not been set up until the time the temporary injunction was issued.)

BPAA'S CASE

Should outside efforts fail and the BPAA subsequently win its case in court, the ABC would cease to function as it is presently constituted, if at all.

In asking for the dissolution of the ABC, the BPAA complaint charges that the ABC exercises domination, monopoly and control over the bowling world in violation of the Federal antitrust laws. It is alleged in the complaint that the ABC, which has more than 3,839,642 male bowlers enrolled in its membership, who pay annual dues in excess of $2,700,000 to the ABC, has exercised and continues to exercise complete and final jurisdiction and government over bowlers, leagues and tournaments, of bowling establishments and of bowling equipment manufacturers.



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WHAT INTERESTS SHOULD BOYS PROGRAMS MEET?

Boy Scout survey finds that 11-13 year-old boys like to do just about everything, but at 14-16 they have refined their interests

Entire new areas of programming have opened up to industrial recreation directors through the increasing emphasis on sponsoring family activities.

The man who has concentrated his thoughts and efforts on meeting the interests of adult employees, now finds himself becoming more and more involved in providing leisure time activities for their sons and daughters.

PROGRAM PLANNING AIDS

In order to plan youth programs effectively, two excellent studies, which surveyed the needs and interests of adolescents, have been available for the past several years:

- *Adolescent Girls,* Douvan & Kaye, Survey Research Center, U. Of Michigan, 1957, 251 pp., a national study of girls between ages of 11-18, available from the National Headquarters of the Girl Scouts of the U.S.A., 830 3rd Ave., New York, N. Y.
- *A Study of Adolescent Boys,* Withey & Douvan, Survey Research Center, U. Of Michigan, 1955, 183 pp., national survey of boys in the 14-16 year age range, available from the National Council of the Boy Scouts of America, New Brunswick, N. J.

Now, a third study pertaining to boys in the 11-13 age range may also be obtained from the Boy Scout National Council. Entitled, *A Study of Boys Becoming Adolescents,* the survey sought to determine the needs and concerns, activities and interests of boys in this group, their organizational memberships and their attitudes toward institutionalized groups.

INTERESTS EMPHASIZED

Because of its particular value to industrial recreation directors, the report's findings with regard to interests and activities are summarized below along with the reproduction of the interesting table showing the relationship between participation and enjoyment of an activity.

Examination of the table shows that no age group seems to be more zestfully active than 11-13 year-old boys. There is scarcely an activity (in the long list used in the study) in which 11-13 year-olds do not report as widespread participation as the 14-16 year-old boys.

Perhaps even more revealing, enjoyment is very high in almost every activity. For the 11-13 group, enjoyment of an activity is lower than participation in only three cases: baseball, reading books and comics, and gardening. Well over half the listed items are enjoyed by more than 90% of the boys who tried them.

Thus, popularity or enjoyment of an activity, among those who have tried it, offers no meaningful yardsticks for program planning. The 11-13 year-olds seem to like doing just about everything.

ANOTHER INTERPRETATION

However, the authors of the study, also conducted by Michigan's Survey Research Center, point out a more important line of interpretation: ". . . assume that the boys really do enjoy the activities they reported to enjoy . . . assume further that enjoyment does not mean interest in a lengthy commitment to an activity—still, we must deduce that boys would like to do most of these activities but *cannot do so.*" With the 11-13 group, their opportunities to participate differ far more than their enjoyment of the various activities. Hence, the authors conclude that their "interest in learning and doing is not being well met."

To illustrate their findings graphically, the authors conjured up a representative group of 20 boys in the 11-13 age range. Together they reflect the pattern of responses from all:

20 of them watch ***television***
19 play ***baseball*** in some form or another
18 go ***swimming***
16 play some form of ***football***
15 want to be neither the oldest or youngest in a club
13 spend less than an hour a day on ***homework***
12 would like ***sports*** and ***games*** in a club program
11 attend ***dances,*** the same number have some kind of ***job***
9 belong to some sort of ***athletic team,*** and 9 think that a new club should probably have ***girl members***
8 belong to ***no organization***
5 belong to ***no club*** or athletic ***team***
4 belong to two or more ***organizations***
3 have no ***"best friend"***

The relationships between participation and enjoyment is much more meaningful with regard to 14-16 year-old boys who have begun to specify their interests more clearly.

From this and other data gathered in the study, the authors have inferred several aspects of an organizational program that would appeal to boys aged 11-13.

PROGRAM IDEAS

"A broad, varied program with meaningful accomplishments seems to be suggested," the authors state. "The support of friends and parents is necessary in most cases. 'Experiments' in doing things on their own are of interest. Feelings of 'making good' are highly encouraging. Outdoor activities are particularly interesting. Opportunities to do a great number of things for which there are no otherwise available facilities are eagerly sought."

As the authors point out, "The variety merits comment. It obviously has implications for youth agencies. The fact that there is no single set of activities, no one design that all boys want for an organization, means that no single program can hope to appeal to all the boys of this age group."

Activities: Participation and Enjoyment

Activity	—Boys 11-13— Percent reporting activity	Percent of participants enjoying activity	—Boys 14-16— Percent reporting activity	Percent of participants enjoying activity
TEAM SPORTS				
Baseball	94%	92%	85%	67%
Basketball	79	86	81	66
Football	78	83	73	64
INDIVIDUAL SPORTS				
Swimming	89%	95%	87%	96%
Roller skating	60	84	59	43
Skiing	11	87	——	——
Ice skating	38	92	——	——
Skiing, ice skating	——	——	41	50
Horseback riding	57	95	40	58
Skin diving	13	94	——	——
Water skiing	9	94	——	——
Golf	——	——	20	49
Tennis	——	——	19	20
OUTDOOR ACTIVITIES				
Fishing	89%	92%	81%	61%
Hunting, shooting	65	96	68	71
Camping	62	96	——	——
Hiking	74	89	——	——
Camping, hiking	——	——	60	59
Outboard motoring	48	98	——	——
Sailing	12	94	——	——
Boating, canoeing, sailing	——	——	53	56
Cooking outdoors	64	94	——	——
FORMAL SOCIAL ACTIVITIES				
Parties	90%	93%	74%	54%
Dances	55	89	60	47
INFORMAL SOCIAL ACTIVITIES				
Going to movies	95%	97%	92%	46%
Listening to radio, records	94	95	86	39
Watching television	98	——	84	45
Indoor games like cards, ping pong	96	96	——	——
Playing cards, games	——	——	69	31
Ping pong	——	——	53	33
Bowling	38	93	33	50
Bicycling	94	94	——	——
Meeting friends at drug store	——	——	60	34
Pool, billiards	——	——	26	59
HOBBIES				
Read books	88%	85%	76%	38%
Read comics	88	88	——	——
Take care of pet	89	95	60	55
Make things in arts and crafts	76	91	58	48
Make things like model planes	80	92	——	——
Make electrical things like radios	32	92	——	——
Build tree house	64	96	——	——
Work with chemistry set	51	91	——	——
Nature study	66	83	——	——
Take photographs	65	90	32	43
Gardening	74	70	46	29
Play musical instrument	47	93	32	51
Collect stamps or coins	48	98	33	35
Make model racer	42	81	——	——
(Number interviewed)	(1435)	(1435)	(1045)	(1045)

This symbol (——) indicates the use of a category in one study not used in the other study.



These speakers . . .

FRED FAASSEN
"Making the Most of Maturity" (Retirement)

GEORGE J. LEHRER
"Word Magic—Speak Up" or "Mr. Lincoln"

DR. G. HERBERT TRÜE
"Mr. Creativity"

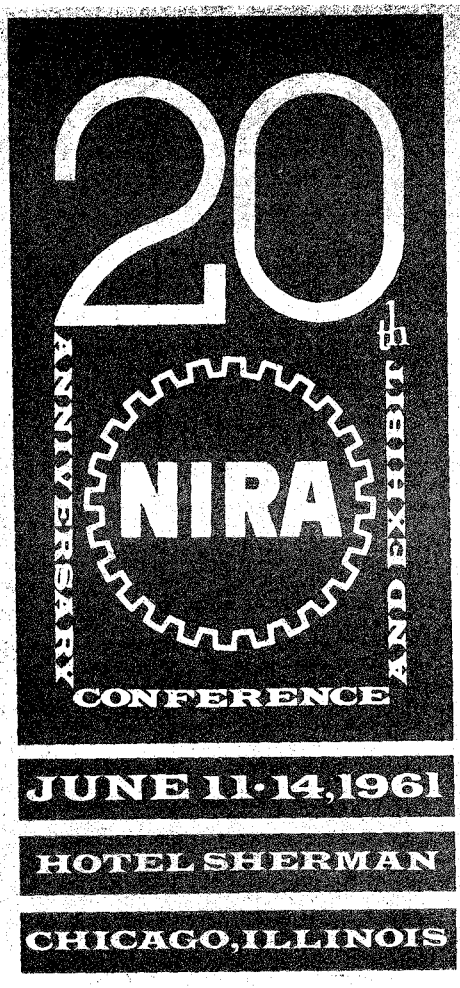
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WHAT'S THE BIG IDEA?

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

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Conference Highlights

Comprehensive agenda promises full coverage of program operation, supervision, planning

MORE *than 400 industrial recreation directors and personnel specialists from companies throughout the United States and Canada will converge on Chicago, June 11-14, for the 20th anniversary NIRA Conference and Exhibit.*

To provide four full days of concentrated study of industrial recreation administration and operation the Conference has scheduled 12 specialized seminar sessions, four important general sessions, 90 exhibits and many other valuable events and activities.

The highlights of this year's outstanding Conference are outlined below. For complete details on all activities, see the Official Program inserted between these pages.

Ideas, information and solutions to problems pertaining to a vast range of industrial recreation-employee services activities have been packed into the full, four-day agenda of the 20th anniversary NIRA Conference and Exhibit, June 11-14, in Chicago.

The depth and scope of the program guarantee profitable attendance by industrial recreation directors, personnel specialists and other executives responsible for their firms' employee services programs.

PROGRAM ADMINISTRATION, FINANCE

Major emphasis of the seminar discussions and featured speakers will be placed on efficient administration of employee programs.

Hal Schumacher, president of the Athletic Goods Manufacturers Assn., will head a study session on improving *Purchasing Practices*. Another seminar, *Common Sense Cost Cutting*, will present several interesting case histories of how some companies have cut the fat but not the fun out of their budgets for specific activities.

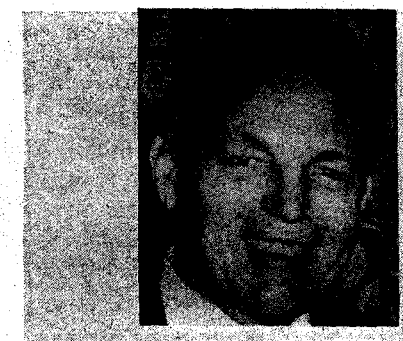
Always concerned over a primary source of recreation revenue, Conference delegates will gain a wealth of valuable information from the general session, *How To Improve Your Vending Program*, headed by *Walter Reed*, public relations director of the National Automatic Merchandising Assn.

Nick George, vice president of employee and public relations, Brunswick Corp., will stress the importance and relationship of his two specialties. *V. F. Hernlund*, recreation director, Chicago Park District, will detail the methods and necessity for cooperation between industries and municipalities.

Certain to be a hit of the entire Conference, *G. Herbert True*, famous speaker and noted research psychologist, will present his inspirational "Ideas that Make Men Great," emphasizing the need for imagination and creativity in business.

SPECIAL GROUPS

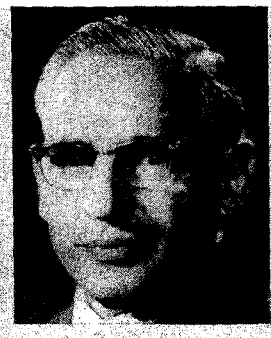
The importance of a "leisure education" has greatly increased the recreation director's responsibilities in his company's retirement program. To



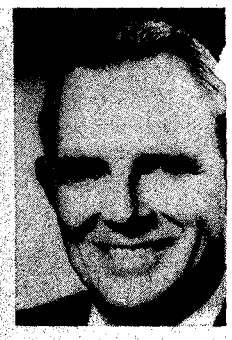
Hal Schumacher
President
Athletic Goods Mfrs.



Walter Reed
National Automatic
Merchandising Assn.



Nick George
Vice President
Brunswick Corp.



G. Herbert True
Lecturer
Research Psychologi

gain more knowledge of the needs and desires of this special group, the Conference has obtained the services of an expert on the subject, *Fred Faassen*, to lead the seminar session, *Activity Ideas for Retirees.*

Similarly, leading recreation directors have been appointed to the panel for another important and specialized session, *Activity Ideas for Women's Recreation Programs.*

Two other seminars have been designed to study problems and develop programs for the specialized circumstances pertinent to: *Activity Ideas for Small Company Programs* and *Activity Ideas for Metropolitan Programs.*

SPORTS PROGRAMS

Should a company official sign the contract between company leagues and bowling establishments? What are valid reasons to change from one establishment to another? These and many more controversial subjects will be brought up at the general session, *Bowling Ethics*, headed by *Nat Kogan*, president of the Bowling Proprietors Assn. of America.

The Conference will open with an entertaining speech by the Chicago White Sox president *Bill Veeck.* But sit tight, Veeck is certain to express some definite and controversial ideas about industrial recreation.

Several interesting demonstrations have been scheduled to explain the intricacies and programming considerations for such unusual sports activities as bait casting and conservation.

SOCIAL, CULTURAL ACTIVITIES

Because of the tremendous variety of social and cultural hobby activities being conducted in industry, the Conference has developed a unique arrangement to enable delegates to *Consult the Experts* for ideas and help on 14 different club programs.

Experienced leaders in the various programs will be seated at tables in the Ballroom on Sunday morning. Delegates may move from table to table, asking questions and thereby gaining information on all subjects.

Experts will be on hand to discuss the following programs: travel clubs, ham radio, hiking and camping, garden and flower clubs, hobby shows, sports car clubs, dramatics, self-improvement programs, picnic prizes, flying clubs, boat clubs, rod and gun clubs, arts and crafts, and industrial recreation council organization.

RECREATION FACILITIES

Tops on the list of information requests received at NIRA Headquarters are questions concerning construction and operation of recreation facilities.

For those companies which have already built facilities, the Conference offers a valuable discussion session on all phases of *Operating Policies for Recreation Parks and Centers.*

Other company representatives can take advantage of the information to be presented at a seminar study for *Planning and Financing Industrial Recreation Facilities.*

NIRA SERVICES, ACTIVITIES

How can NIRA's national sports and hobby contests be improved? What suggestions do you have for developing other activities in this area? What other types of services would be beneficial to you?

These questions and all *NIRA Programs and Services: Today and Tomorrow* will be discussed in a special session.

Other Association activities include regional meetings, the annual NIRA business meeting and election of officers plus numerous meetings by the various working committees.

GENERAL

Other special attractions of general interest include the ever-popular, idea producing session, *A Penny for Your Ideas.*

Another session added to the Conference agenda at the request of many NIRA members will deal with writing, editing and reproducing *Employee Recreation Association Newsletters.*

The *NIRA Travel Council Reception* offers entertaining diversion on Monday evening, but also gives delegates the chance to discuss their travel questions with industrial tour experts.

Of interest to all delegates will be the official welcoming address by Chicago's nationally famous mayor *Richard J. Daley.*

ENTERTAINMENT

Special events such as the annual banquet, Welcome Reception and the three luncheons are entertaining highlights, but also provide the opportunity to audition many exceptional speakers and entertainers suitable for booking at company functions.

Headliners at the *NIRA Banquet and Floor Show* include Peg-Leg Bates, sensational dancer; Victor Julian and His Pets; laugh autioneer Paul Benson; the Reberte Trio, comedy acrobats; former Fred Waring singing star Joanne Wheatley; and the Tonettes.

To supplement this glittering array of talent, two suberb industrial music groups will also perform: The Illinois Bell Chorus and the remarkable U. S. Steel Vo-chestra with unique combination of instrumental and vocal parts.

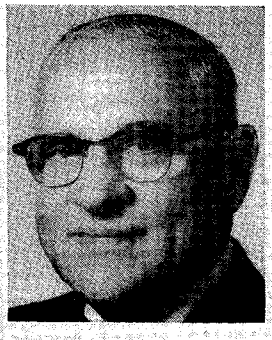
WIVES PROGRAM

Encouraged to attend with their husbands, wives will be treated to an appealing program of their own.

Highlights include a Chicago sightseeing excursion, then a shopping trip to plush Old Orchard, followed by luncheon and a fashion show around Flick-Reedy Corp.'s beautiful indoor swimming pool.

Other activities plus selected events on the regular program round out a busy four days.

Thus, the complete program presents a widely diversified, valuable opportunity to study and perfect industrial recreation programming.



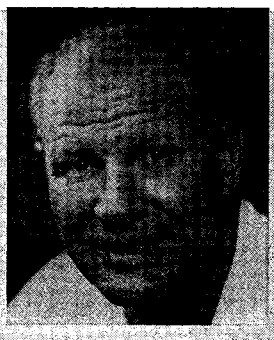
Fred Faassen
Lecturer
Retirement Planning



Nat Kogan
President
Bowling Proprietors



Richard J. Daley
Mayor
City of Chicago



Bill Veeck
President
Chicago White Sox





Board of Directors

OSKAR FROWEIN — **President**
Recreation Director, Republic Aviation Corp., Farmingdale, N. Y., and all branch plants since 1944. Charter organizer and past president of Long Island Industrial Recreation Assn. and Industrial Recreation Directors Assn. of N. Y. Graduate U. of Michigan.

JOHN H. LESLIE — **Immediate Past President**
Recreation Manager, Minnesota Mining & Mfg. Co., St. Paul, Minn., since 1952. B.S. and M.A. degrees in physical education and recreation from U. of Minnesota. Past president, Minnesota Recreation Assn., three years State Recreation Consultant.



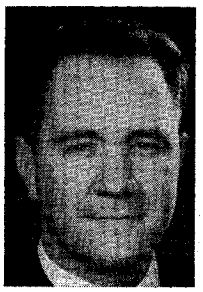


Region I—East

JOSEPH J. MINELLA — **Senior Director**
Executive Secretary, Kodak Park Athletic Assn, Eastman Kodak Co., Rochester, N. Y., 38 years in recreation at Kodak. Past president Rochester and N. Y. State Bowling Assns., former Softball commissioner of N. Y. Managed two world champion softball teams.

OSKAR FROWEIN — **President, Junior Director**
Under NIRA Bylaws, only the elected Board members and incoming directors are eligible for the presidency. Prior to his election last May, Frowein had served two years as a director in addition to other NIRA duties. See biographical outline above.





Region II—Mid-East

EARL SCHREIBER — **Vice President, Senior Director**
Recreation Director, Timken Roller Bearing Co., Canton, Ohio, since 1948. Graduate Mt. Union College with special courses at Notre Dame and Catholic U. Present Ohio State Little League Director. 1960 National Industrial Bowling Tournament chairman.

DANIEL H. ZIEVERINK — **Junior Director**
Supervisor, Recreation, General Electric Company, Evendale, Ohio, since 1950. B.S. in physical education Xavier U. Recently completed five year term as Industrial Chairman, State of Ohio AAU, and former vice president of Ohio AAU Cincinnati Commission.

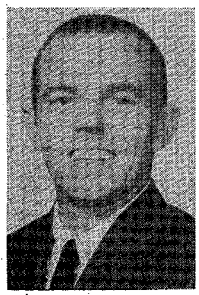




Region III—Midwest

WALTER DOWSWELL — **Vice President, Senior Director**
Recreational Director, Motorola, Inc., Chicago, Ill., for the past 13 years. Past president, Greater Chicago Industrial Recreation Council, Chairman 1957 NIRA Conference and Exhibit. Served as NIRA director since 1957.

CHARLES HAGGERTY — **Junior Director**
Supervisor of Recreation, Ford Motor Co., Dearborn, Mich., and all continental U. S. branch plants since 1954. Coached high school and college football and basketball for 12 years prior to joining Ford in 1953, previously ran own business. NIRA Director since 1958.





Region IV—South

SUMMERS JARRETT — **Senior Director**
Employee Relations Supervisor, The Chemstrand Corp., Pensacola, Fla. Previously served as Chemstrand recreation director for three years. A.B. and M.A. degrees in physical education and guidance, Marshall College. High school football, basketball coach, five years.

ROBERT A. TURNER — **Junior Director**
Coordinator, Dept. of Community Recreation, West Point Mfg. Co., West Point, Ga., since 1940. B.S. from U. of Minnesota, M.S. from New York U. Winner of 1959 Helms Industrial Recreation Award. Previously served as NIRA Director from 1943-48.



FRANK DAVIS
Treasurer

Manager of Lockheed Employees' Recreation Club, Burbank, Calif., for 20 years. Completing third term as Treasurer after previously serving as NIRA Director and Vice President. Recipient of 1958 Helms Athletic Foundation Industrial Recreation Achievement Award and 1959 Class D Helms Award. Active in leadership of youth sports activities.



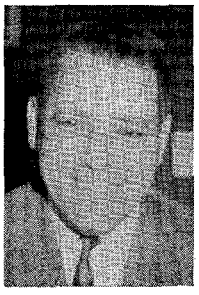
GORDON L. STARR
Director of Research

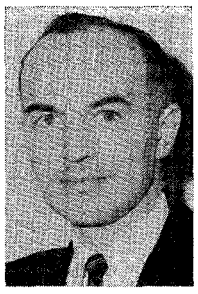
Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. In two years has greatly extended scope of NIRA research program including recent completion of the pilot study, "Does Industrial Recreation Pay?"



DON L. NEER
Executive Secretary

With NIRA since 1955. Former sports director for U. S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U. S. Navy directing welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.





Region V—Northwest

JOHN O. PETERS — **Senior Director**
Recreation Director, Western Machine Co., Milwaukee, Wis. for 13 years. Past president Milwaukee County Industrial Recreation Council and present member M.C.I.R.C. Board of Directors. Active as high school basketball official.

WARREN WALLGREN — **Junior Director**
Recreation Supervisor, Theo. Hamm Brewing Co., St. Paul, Minn., since 1956. Previously active in New York theater and musical productions, radio, TV. Winner of 1959 Class B Helms Award. Author of NIRA State Chairmen's Manual.



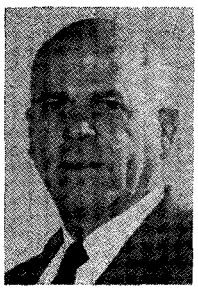


Region VI—Southwest

W. W. BERNARD — **Senior Director**
Recreation Coordinator, Temco Electronics & Missile Co., Dallas, Texas, since 1953, 16 years previous experience in municipal recreation. B.S. and M.S. in recreation, Doctorial candidate in psychology. Past President, North Texas Industrial Recreation Assn.

BERT GRANVILLE — **Junior Director**
Recreation Director, McDonnell Aircraft Corporation, St. Louis, Mo., since 1943. B.S. in physical education, George Washington U. Former NIRA Missouri State Chairman. Presently leading action to organize a St. Louis industrial recreation council.





Region VII—West

NEWTON E. WEST — **Vice President, Senior Director**
Personnel Recreation Director, Helms Bakeries, Los Angeles, Calif. Coordinator for the California Industrial Recreation Conference for the past three years. Developed and directed NIRA's national achievement awards program. Former NIRA State Chairman.

KENNETH KELLOUGH — **Junior Director**
Recreation and Welfare Administrator, North American Aviation, Inc., Los Angeles, Calif., since World War II years. Active in NIRA affairs since its earliest days, previously served two different terms as a member of the board of directors, 1947-49 and 1955-57.





Region VIII—Canada

H. JAMES CHARRINGTON — **Senior Director**
President, Polymer Recreation Club, Polymer Corp., Sarnia, Ontario, Canada. Past president of the Sarnia Industrial Recreation Council and Business Manager of Polymer Glee Club. Over 20 years in general recreation organization with emphasis on music.

A. MURRAY DICK — **Vice President, Junior Director**
Director of Recreation, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada, since 1953. Previously served nine years as program supervisor during off-hours. Chairman, Hamilton Industrial Recreation Assn. Softball Division. NIRA Director since 1959.

NIRA State Chairmen...

As the front line supervisors in NIRA management, the State Chairmen are the Association's direct contacts with its national membership.

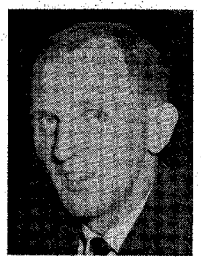
Appointed by the Junior Director of their NIRA Region, usually for a two year term, State Chairmen can play a vital role in furthering the growth and development of the Association and of industrial recreation generally.

Their principal responsibilities involve NIRA membership promotion and retention, encouraging participation in state, regional and national conferences and other activities.

Additional duties include assisting companies within their respective states which are interested in starting recreation programs, encouraging the development of state and local industrial recreation councils and planning regional conferences.

As such, the position has become increasingly important to the Association's operations. In addition to those pictured here, the following Chairmen served NIRA during the past year:

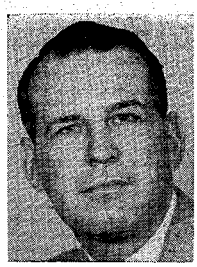
Alabama: *Charles Fetner, West Point Mfg. Co.*
California: *J. R. Mitchell, Convair Astronautics Div., General Dynamics Corp.*
Indiana: *Edward Mitchell, U. S. Steel Corp.*
New Mexico: *Noble Johnson, Sandia Corp.*
Nebraska: *Larry Failor, Convair Operations*
New York: *John Casey, Carrier Corp.*
Texas: *T. E. Smith, Texas Instruments*
Utah: *Harold E. Weise, Marquardt Recreation Club*
Ontario: *C. G. Manore, Ethyl of Canada*
Quebec: *G. LaGrave, Canadair, Ltd.*



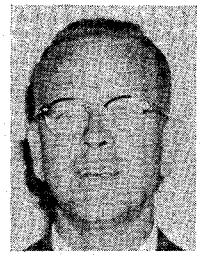
Arizona
Ken Leonard
Salt River Project



Connecticut
Fred Wilson
Scovill Mfg. Co.



Delaware
W. R. Kelk
E. I. du Pont



Florida
C. E. Barnhart
St. Regis Paper Co.



Georgia
Norman King
Georgia Lockheed



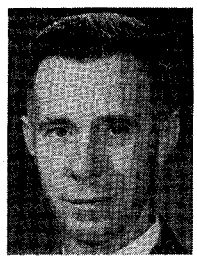
Illinois
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Louisiana
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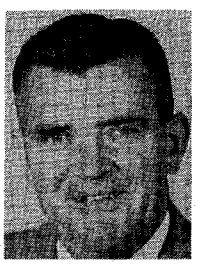
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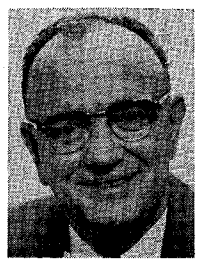
Montana
John Good
Anaconda Company



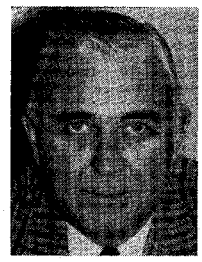
North Carolina
Fritz J. Merrell
Olin Mathieson



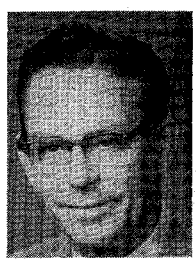
Ohio
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Cleveland Graphite



Oregon
R. Walter Ager
Hyster Co.



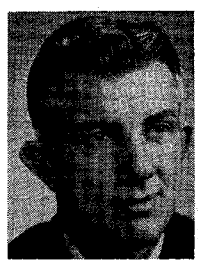
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Lennox Industries



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Tom Kanary
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Reigel Textile Corp.



Tennessee
G. M. Matlack
ARO, Inc.



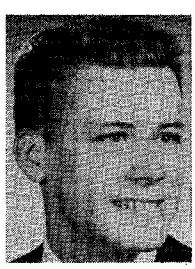
Vermont
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Washington
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The Boeing Co.



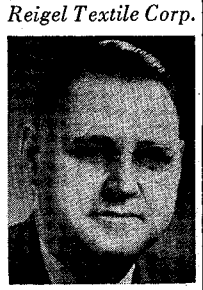
West Virginia
Roy Ellington
Kaiser Aluminum



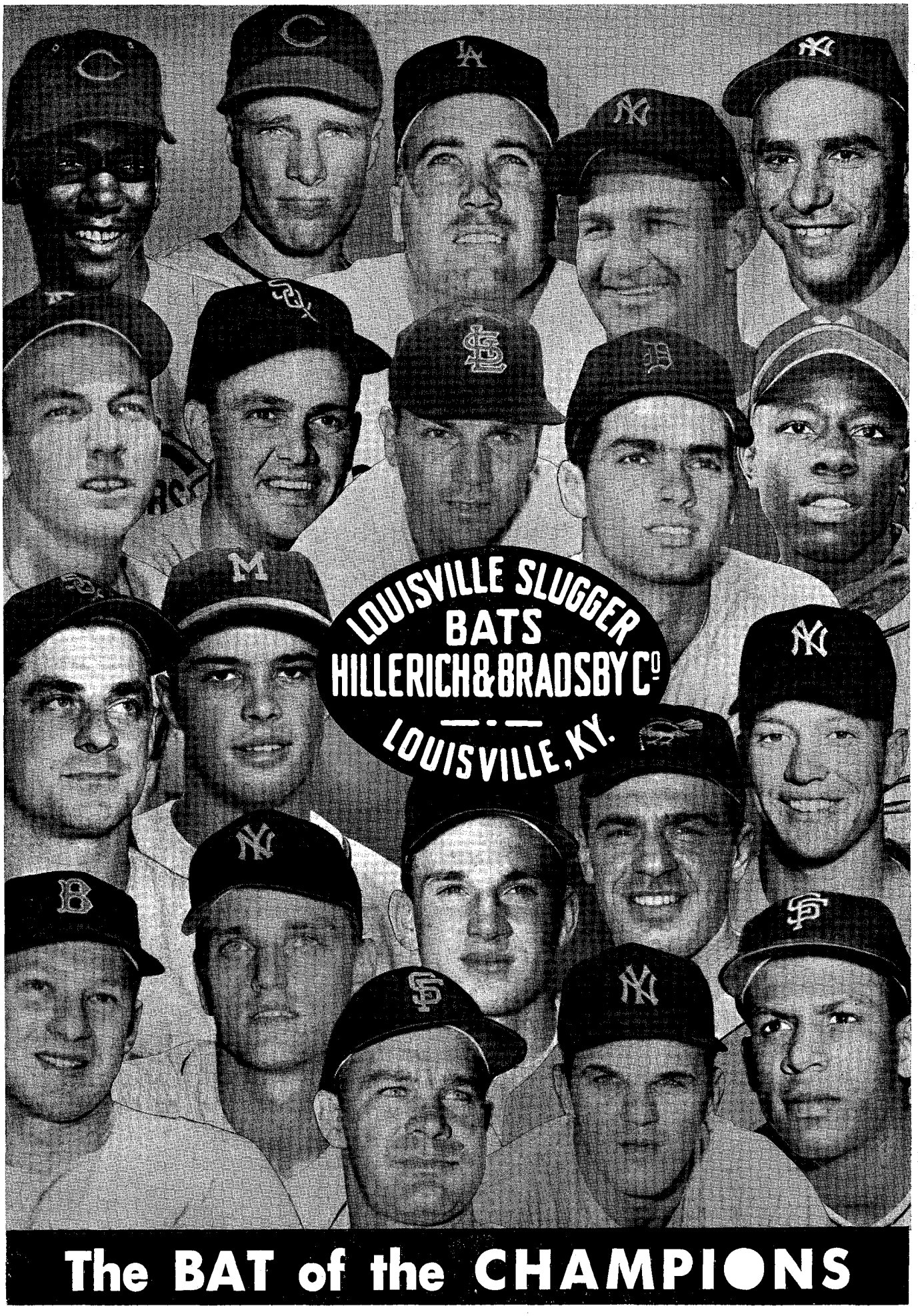
Wisconsin
Pat Feely
The Falk Corp.



Dist. of Columbia
John G. Tutko
U. S. Air Force



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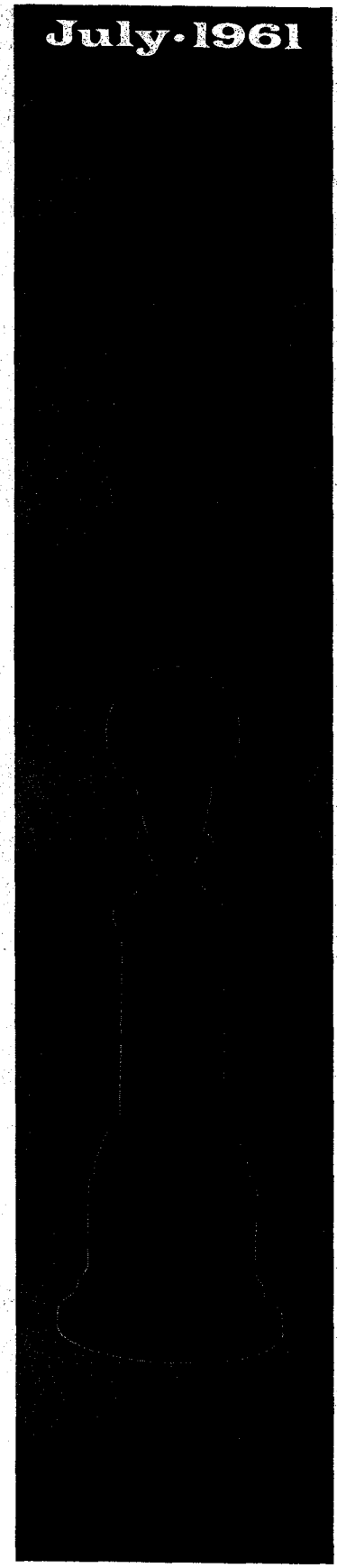
The No. 1 Name in Bowling

Brunswick CORPORATION

July·1961

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



Award programs

What should they accomplish?—page 6

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Mexico, with NIRA's Employee Photo Contest winner . . . . . page 10

Will prize funds boomerang? . . page 14

Show off those green thumbs . . page 16



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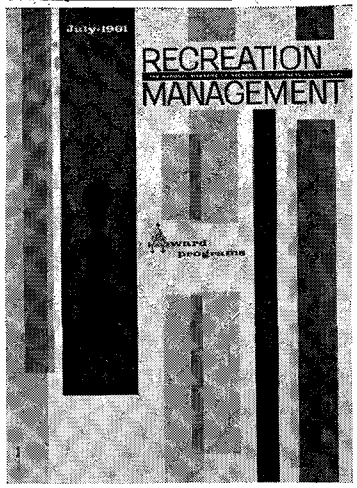
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JULY 1961 *Vol. 4, No. 7*

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

Published by the National Industrial Recreation Association,
203 N. Wabash Ave., Chicago 1, Ill. Telephone: ANdover 3-6697

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10 MEXICO, WITH NIRA'S PHOTO CONTEST WINNER
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The non-member isn't a hopeless case. Using an objective approach, you can sell free riders on becoming active participants in your company program

HOW TO CONVERT

employee recreation association

FREE RIDERS

Is there a single industrial recreation director who hasn't been frustrated in trying to persuade non-participants, regardless of their number, to take an active part in the company recreation program?

Is there a single officer of an employee recreation association who hasn't tried fruitlessly to convince recalcitrant hold-outs to join up?

We doubt it. All voluntary programs face the same problem. But when the "non-joiner" qualifies for the abominable title "free-rider," the situation is particularly perplexing.

Worse than his "free-loader" brother, the free-rider is generally understood to be that selfish, shameless individual who refuses to join a group from which he continually derives benefits—in this case an employee recreation association.

Most recreation directors and volunteer leaders are justifiably bitter and usually despondent about the free-riders. But the case is not hopeless. John W. Mock, who has worked with several hundred professional, trade and civic associations and service clubs for the past 15 years, feels that free-riders can be enlightened and brought into the fold. In an editorial appearing in the September 1960 *Retail Coalman*, Mock classifies free-riders into seven basic species and prescribes an objective approach to be made to each of them. Directed primarily at trade associations, his views, subject to minor revisions, are equally appropriate to recreation organizations:

Rugged Individualist. Believes he can satisfy all his recreation needs alone. He will not join until he is convinced that this is no longer the Age of Rugged Individualism, but the Age of Organization and cooperative effort, even in recreation. Sell him on your group's capability to provide necessary facilities and added opportunities, all at a lower cost to the individual.

Skeptic. Thinks every organization is controlled by clique-domination for the advantage of the few rather than the good of all. The best way to blast this alibi is to promise the complainant that, immediately upon joining, he will be placed on the particular committee or committees he suspects of malfeasance so he can correct the situation.

Non-Joiner. Despite the old adage, some birds simply don't want to flock together, and they are proud of the fact. To sell this type, convince him that your's is not just a group of men, but an *organization*. It is not a matter of wearing a pin or carrying a membership card, but a progressive organization working toward a goal, i.e., more recreational opportunities, facilities, lower cost, etc.

Prima Donna. This chap is sore at the employee association because nobody has made a fuss over him. Once again, you might be successful by offering him a position of authority, or, if he has any special skills or interests, give him a chance to show off. Maybe all he really wants is a special invitation and sales pitch by the recreation director.

Little Boy Who Never Grew Up. Everybody thought little Egbert was so cute when he sneaked under the circus tent even though he had ticket money in his pocket. He still thinks he is cute and still sneaks under tents without paying. He gladly admits he is a free-rider and is proud of it. The best advice on how to handle this jolly boy is to forget him. You wouldn't want him anyway.

Emotional Misfit. This type does your program far less harm as a free-rider than he would as a trouble-making member. His type is represented by the centenarian who was asked on his 100th birthday, "I'll bet you've seen a lot of changes in your lifetime, eh, Dad?" to which the aged one replied proudly, "Yup, and I've been agin every durn one of 'em."

Penny-Pincher. This is the fellow who tells you he simply "can't afford" to join or participate as he steps into his air-conditioned Cadillac on the way to a Las Vegas vacation. However, these and many others can be "put on the line" with an enthusiastic presentation that hammers on "here's what we can do for you."

A word of caution: with the exception of the type mentioned above, nobody *really wants* to be a free-rider and, more important, nobody would even *consider* himself a free-rider. Each one has many reasons to justify his refusal to join. It's your job to determine his *real objection* and then overcome it. It can be done.

But, as John Mock warns, bear in mind, please, that the "soft sell" is more effective with an intangible such as yours. The recreation director experienced in membership campaigns recognizes the truth of the experienced salesman's motto: "If you *sell hard*, it indicates you have something *hard to sell*."

If you are wholeheartedly sold on your program and your employee recreation association, and you have established a record of valuable service to members, simply offering the opportunity or sharing the advantages of membership is the most persuasive method you can use.



A HEARTY "Thank You" FOR YOUR KIND RECEPTION

You made our NIRA Convention Show one of the best we've ever had because of your enthusiastic response to our display. More than 500 Conventioneers visited us and gave us the opportunity to demonstrate the quality of a personalized Penn emblem for company-wide recreation programs.

For your clubs and teams, a custom-designed Penn Emblem is a sure means to give your employees recognition, a sense of belonging and a unified, professional appearance.

Thanks again for visiting us at the NIRA Booth. We look forward to meeting with you soon again.

PENNMANSHIP

If you were not at the recent show and would like to receive a Free NIRA Commemorative Emblem (as illustrated), write
Industrial Recreation Division
Penn Emblem Company
2111 Eastburn Avenue
Philadelphia 38, Penna.

PENN EMBLEM

America's Largest Producer of Embroidered Emblems

2111 EASTBURN AVENUE
PHILADELPHIA 38, PENNA.

What do you want your awards program to accomplish? To give full value to the awarder as well as the awarded, develop an equitable, uniform policy

Award programs

Everybody gives recreation awards. Why?

To give recognition? Of course. To show appreciation? Certainly. But what else?

A good awards program does far more than pay tribute to sports champions and hobby contest winners or applaud individuals who have done outstanding work. This is only the beginning.

In addition to the winners, plans for an effective program must also give equal consideration to the award "losers" and the award "givers."

A MOST EFFECTIVE TOOL

Such a three dimensional awards program can be one of your most effective tools to stimulate interest, maintain participation and create good will. Effective awards planning can accomplish all these things and save money and headaches as well.

The first step is to organize the program, develop a policy governing all awards and determine how the awards can be put to work to improve your overall recreation program.

The most obvious function of an awards program is to provide incentive. Incentive for what? Unfortunately, particularly in sports activities, all the emphasis is placed on incentive to win. This is fine for those already participating. But your awards program will fall far short of its potential if it fails to lure non-participants off the sidelines and into the game.

Thus, incentive to participate is usually the guiding principle upon which a sound industrial recreation awards program is planned.

How is this done? The key word is recognition; recognition of club, team and individual achievement, improvement and service. Material benefits such as merchandise prizes and cash awards, if consistent with company and recreation policies, are also successful.

But there is no secret success formula. Several examples cited below show that imagination, experimentation and knowledge of what appeals to the particular employee group are the indispensable elements.

As a natural by-product, any good awards program creates good will for the company and its recreation program among its employees and their families and in the community. Letters to the award winners' families, full coverage in the company house organ and news releases to local newspapers often get more mileage than the combined efforts of the company's employee and public relations staffs.

Yet, this advantage is often overlooked. Some feel that publicity coverage is a form of employee exploitation. But no employee who has read his name in the paper feels that way about it.

Goodwill, however, cannot result from an unplanned program which gets out of hand. Some of the pitfalls:

- great disparity in the number and value of awards presented in various activities,
- too many awards presented to too many people lose their value,
- small quantity of cheap awards makes the program a laughing stock,
- too much money spent on awards may raise individual activity fees and cause loss of participation,
- no continuity in type and value of awards from year to year will either cause some winners to feel slighted or may result in an awards race to see who can give the biggest and best prizes.

To avoid these problems, several companies have developed recreation awards policies which insure uniformity in the type and number of awards presented in various activities. These policies set down equitable qualifications and establish general standards that can be applied to such diverse activities as bowling and band.

SET THE GROUND RULES

These policies are neither restrictive nor complicated. They merely provide the ground rules. Thus organized, the program is usually centrally administered and produces savings through quantity purchases of trophies, engraving and other awards.

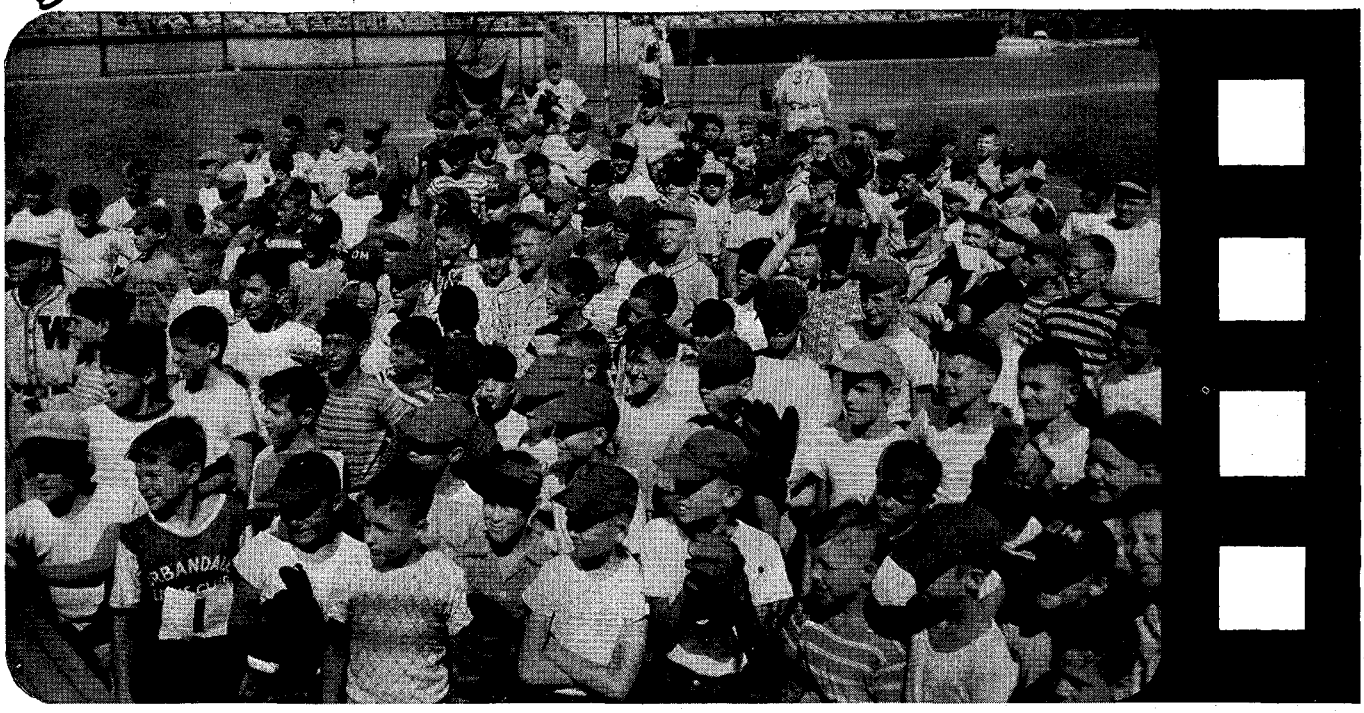
The IBM Club Watson Trophy Award rules and regulations, which apply to all company plants and laboratories, provide an excellent example.

To keep awards in line with the size of the activity, seven trophy classifications have been established. Each trophy class has a maximum price limitation. The number of participants in a given activity then determines the class of trophy its winners will receive.

The rules also provide for attendance at the annual Watson Trophy Dinner, the manner in which a particular activity can qualify as a Watson Trophy "event," and the number of trophies one individual may receive in a single activity. The rules also stipulate that



Helping To Build Physical Education and Recreation



The Athletic Institute's 16mm motion pictures, listed here, are seen annually by more than 30 million people. These films are busy at work promoting and helping to organize sports and recreation on large community levels. You, too, can put these films to work to increase participation in your locality. Ideally suited for school programs, club meetings, and leadership training.

CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

Shows the tremendous need for recreation today and the rapidly increasing demand for trained recreators. Takes you out in the field to show what a young recreator's life is like—his duties, responsibilities, activities.

$1,000 FOR RECREATION

Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how service clubs and other community groups can help.

EVALUATING PHYSICAL ABILITIES

This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

LEADERS FOR LEISURE

Here's a dynamic film that stresses the importance and need for professionally trained leaders to insure the success of a community program. It's a story that every citizen should hear and see.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

THEY GROW UP SO FAST

Illustrates the benefits of a total program of physical education in our elementary and secondary schools. Designed to encourage school administrators, parents, and civic groups to either initiate or expand their local programs.

THE *Athletic Institute*

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

For additional information on film contents, rental and purchase, write directly to:

The Athletic Institute, Merchandise Mart Room 805 Chicago 54, Illinois



Well done, President Frowein

NIRA's 20th year will long be noted for sweeping changes and steady progress made under the leadership of Oskar Frowein

Progress and change, enthusiasm and determination, characterize the 20th year of the National Industrial Recreation Association and the man who shaped its developments, Oskar Frowein, recreation director, Republic Aviation Corp., Farmingdale, N. Y.

Long active in NIRA affairs, Frowein had been chairman of the 1956 NIRA Conference, played an important role in the development of the NIRA Travel Council and had served a two-year term on the Board of Directors. Upon his election last May as NIRA's 16th president, he knew definitely what he wanted to accomplish and was ready to put in hours of hard work to implement his program.

His first administrative task set the tempo and tone for the year ahead. In record time, Frowein made a record number of committee assignments and a record number of State Chairmen appointments.

Turning his attention to NIRA research and educational services, he accelerated efforts undertaken the year before to expand the research program. During the Frowein administration the extensive pilot study, "Does Industrial Recreation Pay" was published; funds for the first NIRA college scholarship were granted; and preliminary plans were developed and studied for the possible incorporation of a national industrial recreation research and education foundation.

Another Frowein innovation was the assignment of special study portfolios to every member of the Board of Directors. These portfolio reports will be used as the basis for conducting additional research, publishing program manuals or developing recommended industrial recreation policies.

NIRA's national sport and hobby contest program was broadened with the addition of the highly successful Employee Photo Contest and the Postal Skeet Tournament.

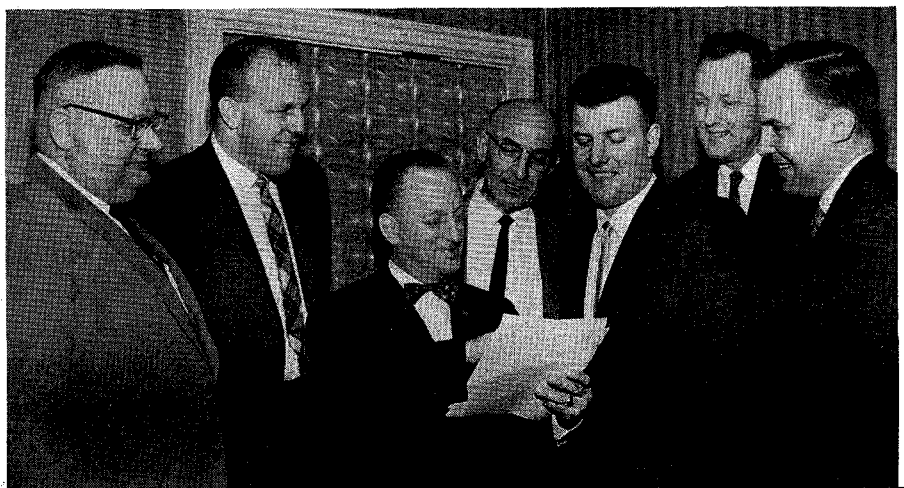
Despite these solid contributions, the Frowein administration will undoubtedly be remembered most for the sweeping changes made in the government and organization of the Association itself. Seven Bylaw amendments and several voting procedure changes were adopted by members in a mail vote completed last month.

The amendments provide for two major changes: (1) regional directors will be elected only by members of their region rather than by all NIRA members, and (2) regional representation on the Board of Directors will be determined by the number of NIRA members within each region. Previously, all regions had two members on the Board.

To round out a truly outstanding year, regional workshops and meetings were held in each of the eight NIRA regions, Frowein personally attended and spoke at all of them.

In addition, Association business took NIRA's most traveled president to San Francisco, Las Vegas, Washington, D. C., St. Louis, Milwaukee, and Paris, Tenn., where he served NIRA and industrial recreation with great credit and distinction.

On one of his many trips, Frowein talked to this group of directors attending the Region V Seattle meeting (l-r): Harold Smith, Pacific Telephone; Cam Haslam, Boeing; L. O. Reisinger, St. Regis Paper; Dave Bigger, Puget Sound Naval Shipyard; Joe Tate, Weyerhauser Timber; and Dan Derin, United Control Corp.

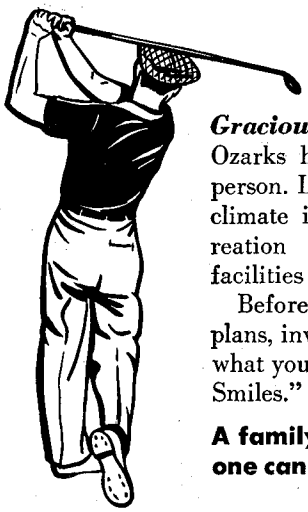


A fine speaker, Frowein mixed humor with controversy, humility with conviction when talking to groups throughout the nation on the importance of industrial recreation.



OZARK Playgrounds Association

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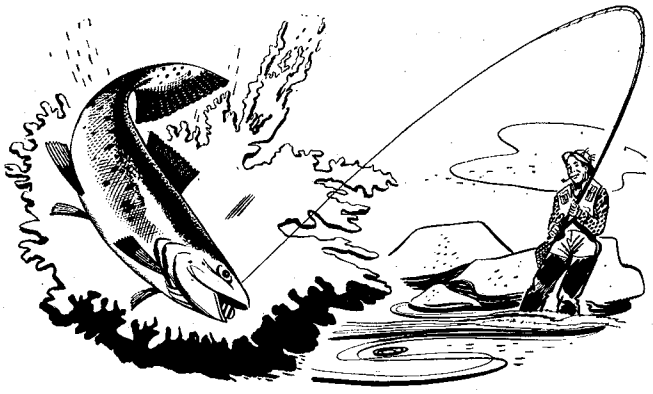
Gracious retirement living. The Ozarks has much to offer the retired person. Living costs are reasonable, the climate is good, opportunities for recreation are plentiful, transportation facilities are excellent.

Before you make your retirement plans, investigate the Ozarks. You'll like what you find in "The Land of a Million Smiles."

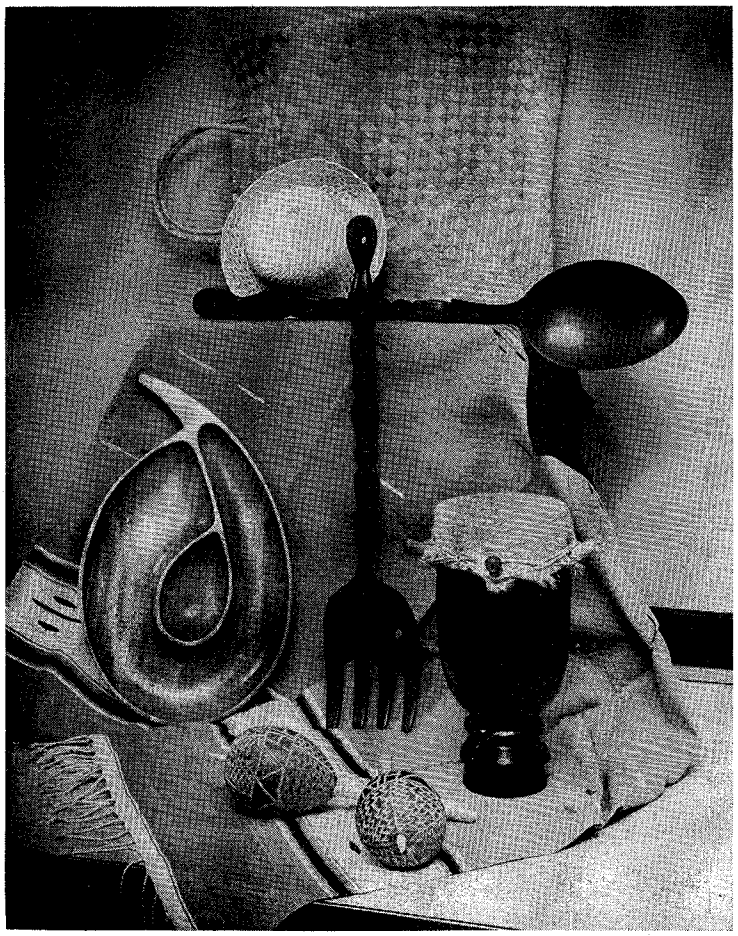
A family vacation at prices everyone can afford — easy to reach — yours to enjoy

For information *on individual group tours, convention, franchise and dealership meetings, write for free information and the brochures needed by your industry to:*

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You'll see them all at the 20th annual NIRA Conference and Exhibit, booth 75

Postal fishing contest

ENTRIES NOW OPEN IN NIRA FISH-A-RAMA

Best judged catch from all entries submitted in 10 contest divisions wins expense-paid fishing trip on Manitou Island

A three-day, expense-paid fishing vacation at North Manitou Island, Mich., awaits the national champion of the fourth annual Fish-A-Rama, the postal fishing contest sponsored by the National Industrial Recreation Association for member companies.

In addition, trophies and valuable merchandise prizes will be awarded to the winners of nine specie classifications and a special division for women contestants.

From these ten division winners, judges will select the best catch, regardless of species. This winner will be crowned national champion and will be awarded the fishing vacation to celebrate his victory.

HOW TO ENTER

To enter the contest, employees merely complete the official entry blank with the necessary information on the fish caught (weight, length, type of bait and tackle, etc.) and send their entry to the National Industrial Recreation Association along with a nominal $1 entry fee.

The official Fish-A-Rama entry forms may be obtained from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Any employee of a NIRA member company is eligible to compete and may enter any fish he has caught during the period beginning Jan. 1, 1961 and ending Sept. 15, 1961. Entries must be postmarked not later than Sept. 16, to be eligible for judging.

There are no limitations on the number of entries which may be submitted by a single company or by any individual. For additional information the official contest rules are printed below and have been sent out with the May issue of the *NIRA Newsletter*.

The postal Fish-A-Rama is one of a series of national contests sponsored by NIRA to help industrial recreation directors stimulate interest and participation in their respective company programs.

"A postal contest of this type has many advantages," stated Don Neer, NIRA executive secretary. "Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition."

No travel or time from the job is necessary, and participation involves only a minimum expense.

For an over-worked recreation director it is a dream activity. All he has to do is make the entry forms available to employees and publicize the event.

For companies which have no organized fishing activity, the Fish-A-Rama affords an ideal opportunity to get a program started.

DON'T UNDERESTIMATE

One important precaution: fishermen should not underestimate the quality of their catches; they might be passing up a winner.

For example, the man who pulls in a 12 lb. walleye is a mighty proud fisherman. Then he checks the world records, discovers he is far short of the 22 lb., 4 oz., and decides not to enter the Fish-A-Rama.

Forget the world records. They are extremely rare catches. The average walleye runs from 2 to 5 lbs. Our friend's 12 pounder would be the best catch in the last three year's of NIRA competition and would be a heavy favorite to win the 1961 event (see NIRA records below).

1961 Fish-A-Rama Rules

ELIGIBILITY:
Any employee of a NIRA member company may enter as many times and in as many divisions as he desires.

DURATION OF CONTEST:
Fish caught on any date between Jan. 1, 1961, and Sept. 15, 1961, are eligible for the contest.

ENTRY DEADLINE:
All entries must be postmarked not later than Sept. 16, 1961, and submitted on official NIRA Fish-A-Rama entry forms. Entries will be accepted at any time prior to Sept. 16.

HOW TO ENTER:
All entries must be submitted on the official NIRA Fish-A-Rama entry form. To obtain the desired number of entry forms, at no charge, write: National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill., ATTN: Fish-A-Rama.

CLASSES OF ENTRY:
Entries will be taken in each of the following 10 divisions:

1. Trout (brown, brook, rainbow)
2. Bass (largemouth, spotted)
3. Bass (smallmouth)
4. Muskie
5. Northern Pike (pickerel)
6. Salmon (pacific, king, tyce, chinook)
7. Walleye
8. Saltwater (open, best catch)
9. Pan Fish (crappie, blue gill, bream, white bass, sun fish)
10. Women's Division (open, best catch)

ENTRY FEE:
$1.00 per individual entry.

AWARDS:
National championship trophies and merchandise awards will be presented to the winners in each of the 10 divisions.

The best catch of the contest, regardless of species, in the opinion of the judges, will win an expense-paid, three-day fishing trip to North Manitou Island in Lake Michigan.

Fish-A-Rama Records

SPECIES	WEIGHT (lbs:oz)	CHAMPION
Trout	5:14	O. L. Sommers, Minn. Mining & Mfg., St. Paul, Minn.
Bass—Largemouth	10: 1	T. W. Parish, Chemstrand Corp., Pensacola, Fla.
Bass—Smallmouth	5:15	Phil Palmquist, Minn. Mining & Mfg., St. Paul, Minn.
Muskie	23:	Tom Hansen, Minn. Mining & Mfg., St. Paul, Minn.
Northern Pike	24: 9	Wm. Ehnert, Abbott Laboratories, North Chicago, Ill.
Salmon	40: 6	Frank Pohl, R. R. Donnelley & Sons, Chicago, Ill.
Walleye	11: 8	W. Rutchie, J. Tarlizzo, Theo. Hamm, St. Paul, Minn.
Pan Fish	2: 4 (crappie)	Henry Koenen, Theo. Hamm Brewing, St. Paul, Minn.
Salt Water	100: (tarpon)	John Abner, Chemstrand Corp., Pensacola, Fla.
Women's Div.	100: (marlin)	Dorothy Browere, R. R. Donnelley & Sons, Chicago, Ill.

More recognition

The nation's business press continues to devote more and more space to the function and importance of industrial recreation.

One of the latest clippings comes from the May 8 issue of Prentice-Hall's bi-weekly *Management Letter* which advises: "Employee recreation should be an important concern for managers who seek big dividends from high employee morale and top efficiency."

Using examples to prove each point, *Management Letter* lists these three major benefits of employee recreation:

- *Improved employee morale.* Opportunities for recognition, leadership and status provide employees with satisfactions they often can't derive from their jobs.
- *Stronger employee loyalty* and reduced turnover. Activities also bring diversions that employees might otherwise look to unions to provide.
- *Improved performance* and health on the job—by catering to employees' interest and abilities off the job. New skills break up monotony of some types of work and reduce discontent and griping.

New junior bowling meet

The finals of the first BPAA National Junior Championship Tournament have been set for late July at an elaborate 48-lane establishment in Arlington, Va., elaborately called Bowl America Silver Hill Bowl.

The new event is open only to boys and girls attending high school who are at least 15 years old when they enter and who will not have reached their 20th birthday by August 1. High school is defined as ninth through 12th grades and all entrants must have an acceptable scholastic standing.

Although competition starts at the local establishment level, supervision of the junior tournament will be handled by the state associations affiliated with the Bowling Proprietors Assn. of America. State-wide finals must be completed by June 20.

State winners will compete at Silver Hill, enjoy several sightseeing trips in the nation's capital and hail the winners at a gala Victory Banquet.

Qualifying tournaments will be conducted strictly in accordance with state high school eligibility rules. Three classes are open: boys' scratch, boys' handicap and girls' handicap. Your local BPAA member proprietor will have the details.

"Golfless" country clubs

The number of club swimming pools has increased more than six times in the short span of five years, according to statistics recently released by the National Swimming Pool Institute.

Up from 3,600 in 1956 to 22,100 as of January 1 of this year, the club pool (country club, city, health, commercial cabana, beach and neighborhood) is considered to have strong growth potential.

Most of the increase in club pools can be attributed to a relatively new development, the swim club, sometimes described as a golfless country club.

Some swim clubs have come into being as integral parts of new housing developments, operated by the developer or turned over to the tenants for them to operate.

Others are started by congenial neighbors, employees of the same companies, particularly in one-industry towns, and by persons whose attempts to procure community pools through bond issue referendums were defeated.

In fact, the phenomenon has developed to the point that many major pool manufacturers and builders have set up swim club consulting services, and several fund raising firms specializing in pool clubs have sprung up.

Club pools, however, are but one phase in the amazing construction boom in all types of swimming pools. NSPI reports that there are now 310,700 permanent, in-the-ground swimming pools in the U.S.—and, 91% of them have been built since 1954.

Yes, it is a trampoline

A hotly contested, two year court battle over the use of the word "trampoline" ended April 5, in a decision favoring American Trampoline Co. over Nissen Trampoline Co.

A U. S. District Court ruling declared that the term "trampoline" was generic and in the public domain.

The court further decreed that the trademarks "Nissen Trampoline" and "Tramp" are invalid and canceled.

Balloon Games are FUN at
COMPANY PICNICS
you make the FUN—
OAK makes the balloons
in complete
PICNIC KITS

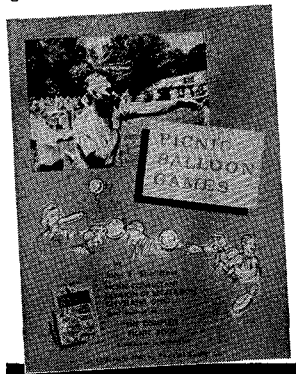


If you're the entertainment committee of one—don't fret! Oak Picnic Balloon Game Kits are a simple but exciting solution for your company picnic. Balloons have always held a tremendous fascination for adults as well as children. When tied in with outdoor games they provide hours of fun.

TAILORED TO YOUR PICNIC
For a variety of games, four styles of big colorful balloons are packed in each Picnic Kit. The kits contain just the right number balloons for your size of picnic. (Just note the expected number of game participants on the coupon below and Oak will send you their recommendation for the quantity to meet your requirements.)

24 GAMES
In addition, each Picnic Kit contains a number of Balloon Game Booklets for you and your assistants. The booklet was written by John E. Shallcross, Picnic Consultant of the Cleveland, Ohio, Recreation Department. It fully describes and illustrates 24 exciting games and is sectionalized for men, women, children and mixed groups. To make the time fly at your picnic and your job a snap, mail this coupon today!

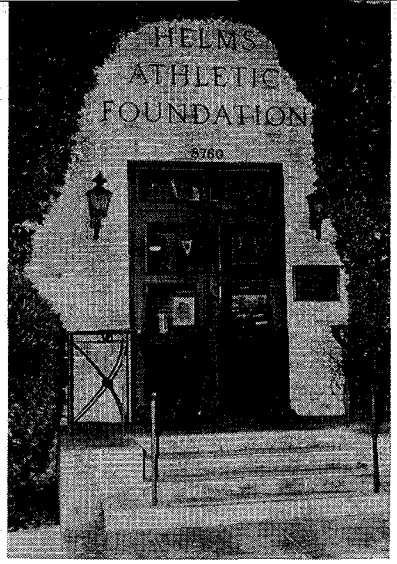
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THE OAK RUBBER COMPANY
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I am planning a company picnic. Please send sample balloons and a picnic games booklet to my attention.

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I'm planning for_____picnickers.
My novelty jobber is_____
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INDUSTRY'S HIGHEST RECREATION HONOR

The five most outstanding company programs will receive Helms Industrial Recreation Awards at the NIRA Conference

For the third year, the National Industrial Recreation Association, in conjunction with the Helms Athletic Foundation, will honor those companies which, in the opinion of qualified sports-recreation leaders, have provided the most outstanding recreation programs for their employees.

From this year's record number of entries, the judges will select the outstanding program in each of the five NIRA company-size classifications. From these five finalists, the judges will name the recipient of the 1961 Helms Industrial Recreation Achievement Award.

This year, with the new AA NIRA membership division (companies with less than 500 employees), competition has been extended to five classifications. In the program's first year, no classification awards were given.

All entries are judged on seven basic points: (1) leadership, (2) program, (3) facilities, (4) organization, (5) financing, (6) NIRA participation, and (7) major achievements in 1960.

Heading the prominent panel of judges, chairman Theodore P. Bank, president of The Athletic Institute, Inc., will be ably assisted by:

Sidney L. James, editor, *Sports Illustrated* magazine; Bob Richards, Wheaties Sports Federation; Harold D. Meyer, recreation curriculum and consultant, North Carolina Recreation Commission.

Dr. Floyd R. Eastwood, first NIRA president, Los Angeles State College; Harry A. Stuhldreher, U. S. Steel Corp.; and Morgan Doughton, president, United States Junior Chamber of Commerce.

The awards will be presented at the annual NIRA Awards Luncheon, June 14, during the Association's 20th anniversary Conference and Exhibit in Chicago, Ill.

A great measure of the programs' immediate success can be attributed to the support given to it by the Helms Foundation. Established in 1936 by Paul H. Helms, the Foundation is a non-profit, philanthropic institution designed to inspire youth and carry on the wholesome thoughts of the Olympic movement.

The Foundation has taken an active part in the furtherance and encouragement of worthy athletic activities. Included among its world famous programs are its Athlete of the Year awards, the Helms Hall of Fame and the Helms World Trophy.

Past Helms Award Winners

1959—Lockheed Employees Recreation Club, Lockheed Aircraft Corp., Burbank, Calif.
1960—West Point Manufacturing Company West Point, Ga.
A—Distillation Products Industries Rochester, N. Y.
B—Skylanders Club, Inc., Theo Hamm Brewing Co., St. Paul, Minn.
C—West Point Manufacturing Company West Point, Ga.
D—Lockheed Employees Recreation Club, Lockheed Aircraft Corp., Burbank, Calif.



Helms Hall, home of the Helms Athletic Foundation, contains a remarkable collection of sports mementos and trophies including Hall of Fame honors and the Helms World Trophy. Here is a view of one of the Hall's many rooms.



Chairman of the distinguished panel of Helms Award judges is Theodore P. Bank, president of The Athletic Institute, Inc.

RM THINGS TO WRITE FOR

Pro football films

Thrilling plays from outstanding games of the 1960 National Football League season are shown in six 16mm-sound films now available on free loan.

Five of the films, each 30 minutes, give highlights from games played by the Detroit Lions, St. Louis Cardinals, Chicago Bears, Los Angeles Rams and San Francisco '49ers. A sixth movie, running 16 minutes, shows the Dallas Cowboys in action.

Modern Talking Picture Service, 3 E. 54th St., New York 22, N. Y., free loan in 23 states

Court marking directions

Free marking diagram and easy-to-follow, illustrated directions for changing space marks on basketball free throw lanes are available from Hillyard Chemical Co.

The new markings will be necessary on all basketball courts used in amateur play as a result of a rule change passed by the National Basketball Committee of the United States and Canada.

Hillyard Chemical Co., St. Joseph, Mo., free.

Hollywood film catalog

Films Incorporated, a subsidiary of Encyclopaedia Films, has released its new catalog listing hundreds of offerings from the major Hollywood studios which are available for showing on a rental basis.

In addition to a great number of favorite feature-length films, short subjects and cartoons, the catalog also lists many new releases which have just become available to 16mm fans.

Contents are split into 14 major headings and 89 sub-headings to give the best possible classification. Listings are keyed for age level and suitability, recommendations and award citations. All titles are cross-indexed for easy reference.

Films Incorporated, 1150 Wilmette Ave., Wilmette, Ill. Ask for Catalog 62-A, free

Fishing tips

Two profusely illustrated, four-page brochures, available without charge, offer helpful spincasting tips and some of the secrets on bringing in the big ones.

Spinfishing the Surf and *Spincasting for Bass* provide useful data on rod and reel selection, the spincasting stroke and other phases of the sport.

Langley Corporation, 310 Euclid Ave., San Diego 12, Calif., free

Tennis promotion kit

Free, comprehensive tennis promotion kit, prepared in conjunction with the USLTA, is available to help generate interest in National Play Tennis Week, July 2-8.

Designed for use by private clubs and sporting goods stores, the kit includes helpful data for organizing clinics and tennis youth leagues.

L. R. Crandall, Ashaway Products, Inc., Ashaway, R. I., free



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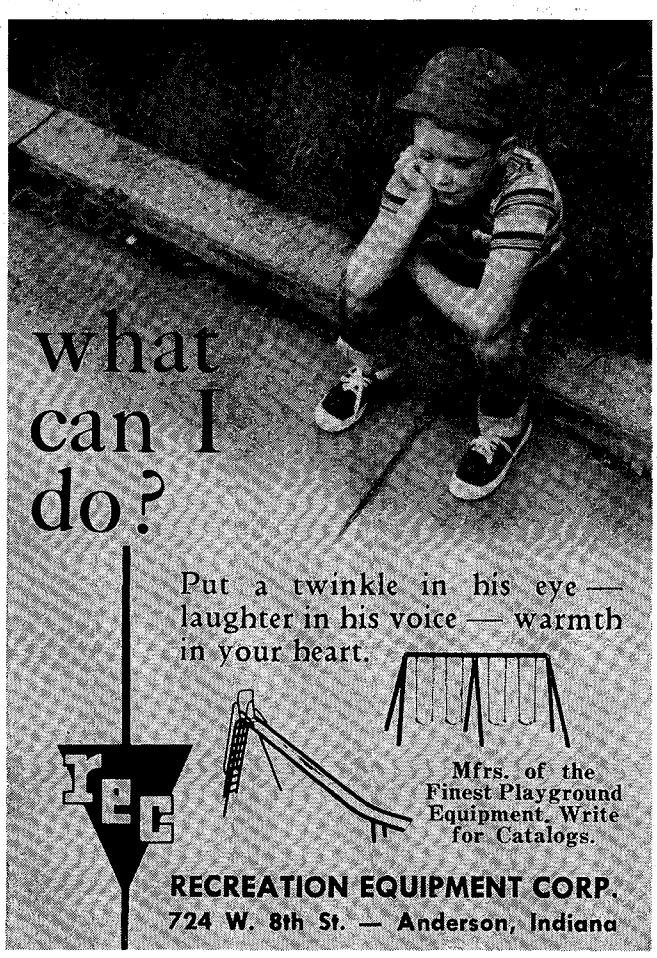
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WHY

STAND

ALONE?

"Twenty Years of Progress," from page 6

to learn new skills for new jobs, frustrations caused by the cold war, (5) shorter work week, and (6) a continuously expanding number of older employees.

The above are only a partial listing of some of the conditions to be met during the next two decades. The number and kind of world problems will markedly expand as we approach the 21st century (only 39 years away). These problems will demand a leadership sensitive and well trained to meet the new day and age ahead.

The new leaders will need training and schooling in personnel administration, recreation, and counseling. The counseling techniques will be necessary for both those nearing retirement and those employees who need vocational, educational, and personal counseling in their day to day living.

The director's responsibility will also include the establishment of a working laison between industry and educational institutions. Thus employees will be able to work toward and obtain college degrees as well as to take courses planned to enrich adult life and improve industrial job efficiency.

The program of activities will accordingly be organized so that "in plant" and "off plant" opportunities are offered in educational, athletic, outdoor, social and cultural areas. To meet the requirements of the employee the following list of activities is suggestive of future programs needed in *all* industries.

1. Weekend and vacation camps for employees. These may be educational and/or recreational as well as sometimes vocational in objective.
2. America is coming of age culturally. Thus employees will want more creative programs in music, art, drama, and literature.
3. The service industries will increase their program of leisure activities for their mobile employees.
4. Activities in which employees participate rather than "spectate" will be enlarged. These activities may well become the emotional tranqualizers of the last 20% of this century and the future 21st century. In splitting the atom we may have practically split the personality of our present industrial population. Recreation activities may suture the industrial personality through wholeness of action.

Today our municipal recreation facilities have seldom kept pace with the demand for their usage by *just* the youth population. Adults especially have never had sufficient available space for their desired leisure time pursuits. Industry in the future will need to construct for their employees and their immediate neighbors, additional recreation facilities. Many of these will be used 24 hours a day by the regular and shift workers when they are built on or nearby the parent plant. These facilities should increase as industry moves to suburban areas.

Apartments for the retired may be expected to be constructed by industry. These may be adjacent to the present plant or in year-around mild climates. The health and recreation of the retirees may be better cared for with such facilities.

The horizon for the future of employee recreation is only limited by the genius of the leader who can educate management on the employee happiness returns from a well conceived and broad program. In the leader's hands lies the main secret of employee relations in this and future centuries.

Physical fitness

PROGRESSIVE WEIGHT TRAINING, Jack R. Leighton, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 150 pages, $4

Fully tested manual offers to both men and women common sense programs for effective body building, physical conditioning and figure control.

Step-by-step, the book explains and, in 127 illustrations, demonstrates exercises for all around development plus 50 specialized exercises for specific body areas. Other information includes:

(1) Basic equipment lists and methods of conducting classes and evaluating individual improvement.

(2) Essentials of competitive weight lifting and instructions for performing the standard Olympic lifts.

(3) Special exercises for developing physical skills for and correcting postural deviations and weak joints.

1,714 games

ACTIVE GAMES AND CONTESTS, Richard J. Donnelly, William G. Helms and Elmer D. Mitchell, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 672 pages, $7

This second edition of a highly popular text book covers the entire scope of active play. Useful for all age levels, the book includes traditional and well-known games plus new, original and unique activities.

All games and contests are designated by age levels and systematically classified for easy reference. The book is organized in six major sections which cover: (1) contests between individuals, (2) contests between groups, (3) games resembling contests, (4) goal, tag and combat games, (5) team games, and (6) water and winter activities.

Details on nearly 2,000 games are provided such as: 83 games of the basketball type; 145 water activities; 71 throwing, catching and shooting contests; 81 games of the baseball type, 245 tag games; 11 track meets and sports meets, etc.

Origami illustrated

PAPERFOLDING FOR BEGINNERS, Murray and Rigney, Dover Publications Inc., 180 Varick St., New York 14, N. Y., 95 pages, 275 diagrams, $1

Following the yo-yo, Chinese checkers, numerous puzzles and other games, the traditional Japanese art of paper folding is the latest Oriental pastime adopted by Americans.

Dozens of books have already been written on the art, better known in Tokyo as origami, and the U. S. department and specialty stores are stocking the special decorative paper used in making the more advanced origami shapes, toys and other objects.

For an easy-to-follow introduction to this varied and entertaining art, *Paper Folding for Beginners* is a complete guide to origami techniques. More than 275 carefully labeled diagrams explain how to make 43 different pieces ranging from toys and decorative figures to beautiful household items.

Camping club guide

FOR FAMILY FUN . . . A CAMPING CLUB, Camping Council, 17 E. 48th St., New York 17, N. Y., 16 pages, illustrated, $1

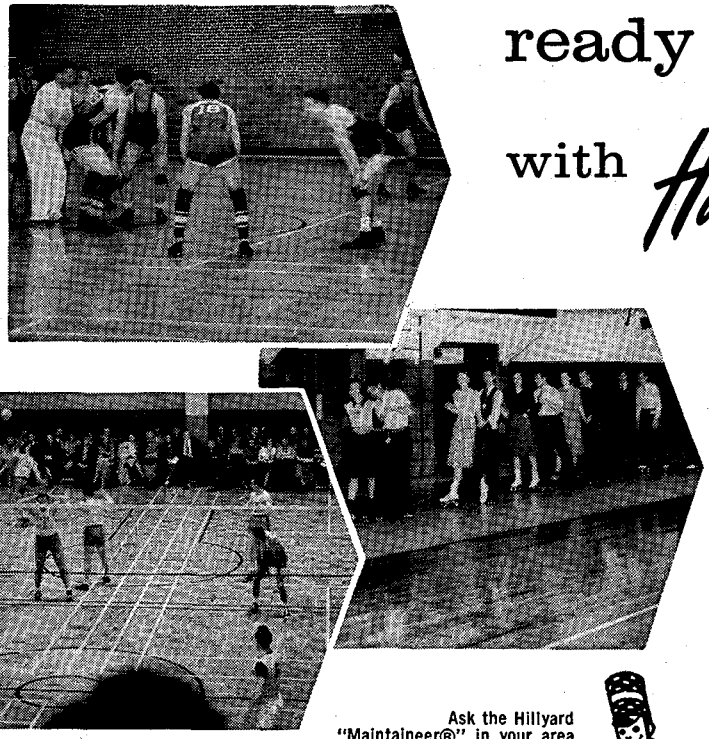
A complete guide to help in the formation of family camping clubs provides the step-by-step procedure from preliminary organization until the club is firmly established.

Other information includes ideas for club activities, membership invitation letters and publicity programs. The useful appendix contains a model club constitution and a helpful listing of resource materials.

Bowling techniques

PRO'S HANDBOOK OF BOWLING, MACO Magazine Corp., 128 pages, illustrated, 75¢ at newsstands and bookstores

Nine members of the AMF Staff of Champions have collaborated in writing this profusely illustrated handbook giving basic instruction techniques for beginning and advanced bowlers. Other interesting chapters give behind the scenes action of the bowling world.



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R/M RECREATION ROUNDUP

Start work on LERC center

Ground was broken last month for the long-awaited Lockheed Employees Recreation Club building in Sunnyvale, Calif., home of Lockheed Aircraft Corp. Missiles and Space Div.

The modern recreation center (see photo below), three years in planning, covers 10,500 sq. ft. on its five acre site. The building is scheduled for completion this September.

"When it is finished and furnished," said LERC President Bob Wyman, "it will represent an investment of about $250,000."

The steel and plaster building will be entirely air-conditioned. In addition to an auditorium seating 250, the clubhouse will also contain a model railroad room, a ham radio room, a photography lab, a lapidary room and several multi-purpose rooms.

The LERC administrative offices will be located in the building, and arrangements have also been made to lease space to the division's credit union.

The plant engineering department, acting as agent for LERC, was responsible for building design and will handle construction coordination.

Challenger beats NIRA champs

Even in defeat, IBM Corp.'s NIRA championship team from Rochester, Minn., gave an outstanding account of the caliber of employee bowling competition.

The squad had barely unpacked their bags from the victorious trip to Milwaukee for the National Industrial Bowling Tournament (see May R/M, page 19) when they were challenged to an exhibition match with the fast-moving team representing Rothchild's men's store in Minneapolis.

More than 300 home town fans turned up at Rochester's Colonial Lanes on April 15, to watch the debacle. But, it proved to be a fight to the finish. Rothchild's eventually beat IBM's all-employee team, but their margin of victory was significant: a slim 33 pin lead in the final 2,969-2,936 three game total.

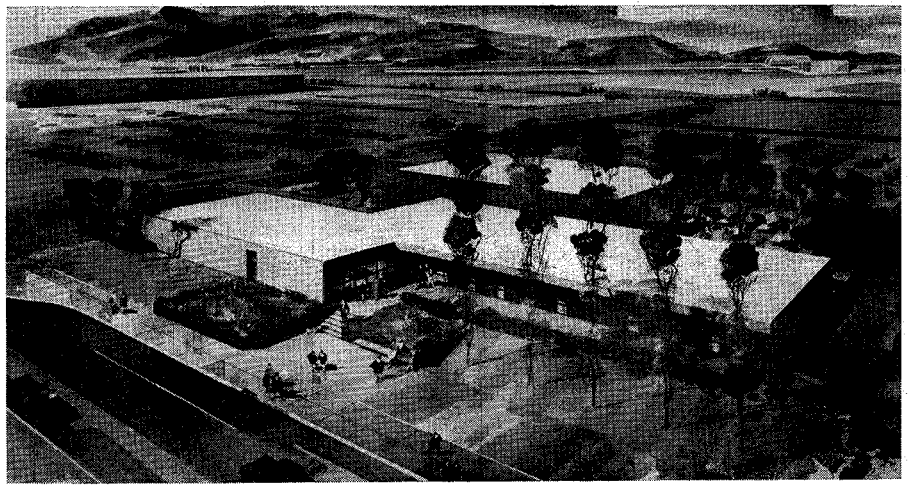
Individual honors, however, went to IBM's Jim Ondrako (see photo below) with a high 642, which beat the likes of Rothchild's Jerry Dutler, former winner of the Peterson Classic.

New golf flight system

The Johnson Bronze Company Golf League in New Castle, Pa., opened its 1961 season with the largest enrollment in its history.

The secret of its success is a unique flight system that equalizes competition and enables day and night shift golfers to compete in the same league. Here's how the system works:

- The player with the lowest handicap on each team is placed in the first flight; the player with the second lowest handicap is in the second flight, and so on down the line according to how many are on the team.
- Each player then competes against all the other players within his flight, i.e., in an eight-team league one player



Proposed clubhouse, shown in artist's sketch, will become a reality this year for the Lockheed Employees Recreation Club at the firm's Missiles and Space Division plant near San Francisco. The 10,500 sq. ft. building will cost about $250,000 (see story).

competes against seven others.

- Each first flighter's score is matched against all the others in his flight and so on down the line.
- Scores within each flight are ranked in order and assigned a point value as, for example, in a track meet. Team members' points in all flights are added up to compute the team total.

Players are allowed to make up their own foursomes, but a golfer cannot play with more than one other member of his own team.

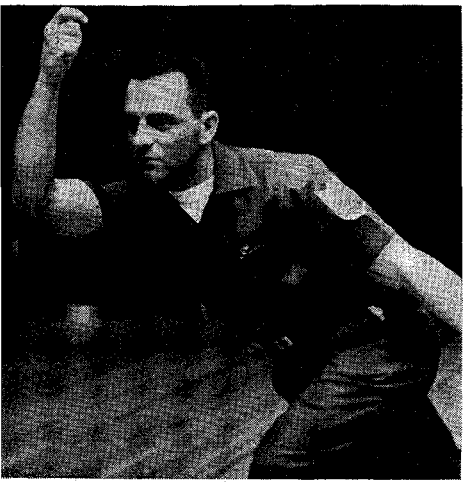
Afternoon shift golfers play in the morning and the day shift plays in the evening.

"Good points about this system are," points out Tracy Gillest, president of the Johnson Bronze Employee Assn., "a player cannot try to pad his handicap because he doesn't know what his opponents are doing. You can arrange your own foursomes for a certain time as long as you comply with the rules. This way the tee is seldom jammed up when you are ready to tee off."

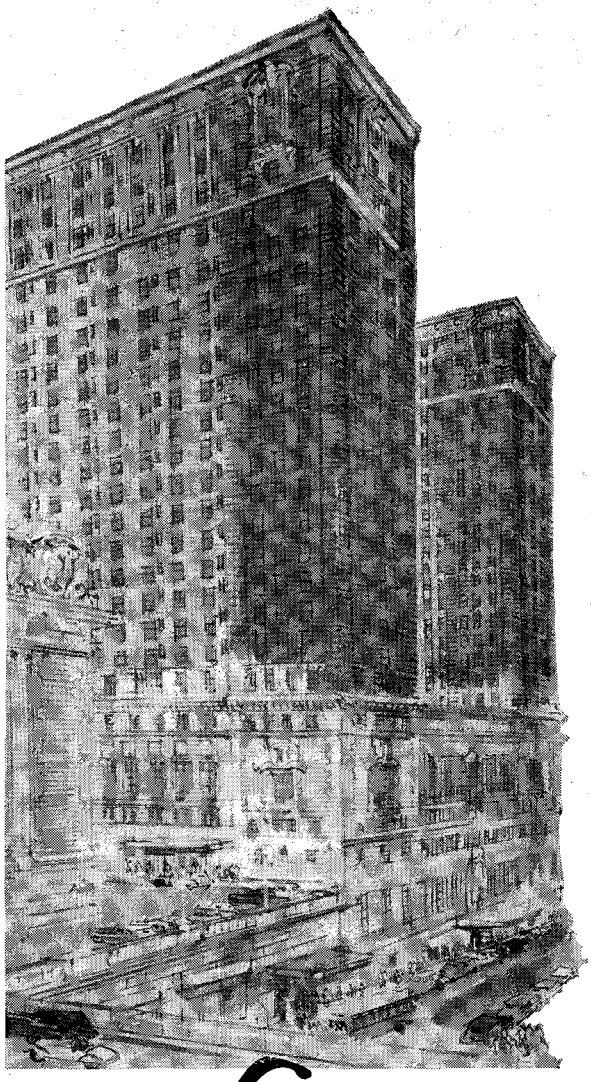
Milwaukee IRC hits 100

For the past year, the Milwaukee County Industrial Recreation Council, the nation's largest, has anticipated and prepared for the big day when its membership total would reach 100.

When the goal was hit late this spring, operation celebration went immediately into effect. Appropriately, the special occasion was held in conjunction with the group's annual "Old Timers Night" when all former recreation directors no longer associated are invited. The turnout was also a record. Founders, past presidents and others came from miles around to help celebrate MCIRC's achievement.



Strike, but Jim Ondrako's high 642 wasn't enough to lead his IBM industry champs to a win over Rothchild's (see story).



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FAMILY FEUDS OR COOPERATION?

the sports-recreation world must close ranks or lose its chance

Twenty years ago on December 7, 1941, Pearl Harbor taught America the meaning of teamwork. Round the clock production schedules resulted in expanded recreation programs for thousands of war workers.

That same year in November, the National Industrial Recreation Association was organized to meet the increased recreation demands of business and industry.

This month, the "war baby" celebrates its 20th anniversary during the National Conference and Exhibit. The far-sighted "founding fathers" who met the challenge of World War II can look back with pride on 20 years of solid growth and expansion in the field of recreation for business and industry.

What do they see for the future? We have at our disposal the means to achieve full, constructive use of our increased leisure time. This important part of the dream for which millions of Americans strived so mightily during the war years is now within our reach.

But what has happened to the teamwork of the 1940's? In our field especially, misdirected ambitions are subordinating the best interests of the participants. What's wrong with an industry on the threshold of greatness that makes itself look ridiculous in the eyes of the public by exaggerating its petty differences until they develop into pathetic family feuds such as:

- Little League, Pony League and Babe Ruth League squabbling over whose right it is to offer a boys baseball program for nine to 12 year-olds, for 13, 14 and 15 year olds. The result may well be three weak, overlapping programs instead of three strong, useful, specialized programs.

- The American Bowling Congress and the Bowling Proprietors Association of America resorting to lawsuits at a time when, more than ever before, they should be working closely together toward the same goal.

- *The Sporting Goods Dealer*, trade magazine, publicly challenging the record of the National Sporting Goods Association.

- The amateur versus professional rulings made by the Amateur Athletic Union and the resulting bickering and unresolved arguments which are frustrating our attempts to build a world champion Olympic team.

- The demise of once-great sports, such as boxing and tennis, through either corruption or weak management on the national level and the resulting loss of interest on the recreational level—despite the participation statistics which might be quoted.

- The overlapping services of the various national associations in the recreation field, often deliberate, unwarranted infringement of another agency's specialized area.

What do we expect to achieve by these ill-advised actions? Certainly, they are of no benefit to the public. The intelligent business man knows that he will succeed only when he has a satisfied customer. Many of the non-profit and so-called public interest organizations in the sports-recreation world seem to have forgotten this principle, or, perhaps, fail to realize that it also applies to them.

For the good of the entire industry; professional, volunteer, manufacturer, association and private agency must develop strong industry-wide cooperation and leadership. They must learn to coordinate their efforts before the opportunity to do so is assumed by a federal agency.

The National Industrial Recreation Association, for one, is ready to take action to safeguard the recreation future of its members and their employees. Like the pioneers of the 1940's, we need to meet the challenge of the 1960's with firm, concerted action.

all league contestants must participate in at least two-thirds of the scheduled games in order to qualify for a trophy.

Similar policies can be extended to cover winners of camera contests, flower shows and virtually every other type of hobby competition.

Another successful program developed by Sun Oil Company, Marcus, Hook, Pa., ingeniously pays due tribute to team champions while, at the same time, provides incentive for also-rans.

Members of all championship interdepartmental teams automatically win handsome letter-jackets. Other participants, however, may earn their jackets by accumulating merit points based on their team's standing in league competition.

FIVE POINTS FOR SECOND PLACE

For example, in leagues with 12 or less teams, members of the second place team are credited with five points. Members of teams finishing in 3rd, 4th and 5th place earn 4, 3, 2 points respectively. Members of teams finishing below 5th place receive one point.

When an individual has earned a total of 15 points in this manner, he is eligible for a jacket.

Players must have been present at 50% of the scheduled games to receive points. The system also applies to one coach and one manager per team. Other provisions cover persons made ineligible because of injuries.

The awards policy should be sufficiently flexible to keep pace with changing conditions. For a number of years, Owens-Corning Fiberglas Co., Newark, Ohio, gave members of winning teams miniature trophies which could be worn and key and watch chains.

Over the years, certain individuals accumulated so many of these awards that the miniature trophies lost their value. To correct the situation, the Fiberglas Club replaced the trophies with merchandise certificates. These certificates could be cashed at once or accumulated over the year and redeemed in value at local stores.

Any number of variations are readily apparent for awards in sports and other competitive activities. However, recognition and incentive programs for other hobby and cultural activities as well as social and welfare activities present more of a problem.

Some firms allocate funds to these groups based on the number of participants and allow each activity to formulate its own award qualifications. In this respect, the Ford Motor Company policy states, "Clubs and activities which do not determine award winners on the basis of competitive play, establish award systems based on criteria such as attendance, active participation in the club, performance, etc."

CULTURAL ACTIVITY AWARDS

Another company spells out the qualifications for each of these activities. For example, members of the company's band, chorus and theater group win certificates by attending at least 75% of the regularly scheduled meetings and 50% of the scheduled public appearances. After winning four certificates, the member is entitled to a sweater vest and letter.

The same company has a similar policy for service activities, defined as those primarily organized to devote time and effort for the good and welfare of others.

Members of these groups who actively participate in one or more worthy causes per year receive a service pin with an insert indicating the number of times won. Five pins entitle the recipient to a sweater vest.

Many non-competitive activities present emblems, medallions, pins and other type awards to members who attain a prescribed level of skill or knowledge, who have good attendance records, who have performed extra services for the group or a number of other qualifications.

Determining the type of awards to present is basically an individual company decision based on past practices, the purpose of the award, financing and employee opinion. Arguments on the pros and cons of symbolic versus material awards will probably rage forever. Many companies have compromised by giving a combination of both and throwing in an awards banquet for good measure.

The following table shows the general practice as reported by a sampling of 240 NIRA member companies. The total percentage adds up to 204%, indicating that most companies give at least two types of awards.

	% of Companies by Size				
Award	A	B	C	D	Total
Trophies	76%	89%	76%	90%	83%
Jackets, sweaters	13	26	30	46	24
Merchandise	15	2	24	28	13
Cash prizes	6	14	12	0	9
Misc. (trips, medals, emblems)	2	12	18	14	10
Award banquets	60	68	64	57	64

KEY: A—less than 1,000 employees; B—1,001 to 5,000; C—5,001 to 10,000; D—more than 10,000 employees.

Awards Checklist

WHY have an awards program?
1. Incentive to participate
   a. Recognize achievement
   b. Recognize service
   c. Material benefits
2. Goodwill and publicity for company and employee recreation organization
3. Advantages of planned program
   a. Effective administration cuts costs through central purchasing, insures adherence to company or ERA program policies
   b. Provides uniformity of qualifications and of type and number of awards

WHO receives awards?
1. Achievement awards
   a. Team and individual sports and hobby contest winners
   b. Music, hobby and other club members who meet established standards of achievement
2. Service awards for regular attendance, participation and/or support, leadership, etc.
3. Group awards
   a. Club or group making most outstanding achievement
   b. Club or group with best attendance, percent of active participation, etc.

WHAT type of awards?
1. Symbolic
   a. Trophies, medallions
   b. Emblems, jackets
2. Material
   a. Merchandise
   b. Cash

WHEN are the awards presented?
1. Special ceremony (usually club and league awards, service awards)
   a. All-activities banquet
   b. Individual activity banquets
2. Immediate presentation (usually tournament and contest on-the-spot presentations)
3. Announcement
   a. Publicity in newspapers, house organ
   b. Letters of notification to recipient, his family

HOW are awards financed?
1. Sustaining (special prize fund or percent of activity dues)
2. Subsidized by company and/or ERA funds budgeted for awards
3. Combination

Form St. Louis IRC

Efforts to organize a St. Louis Industrial Recreation Council were virtually completed June 20, when representatives of 20 St. Louis firms met to vote on a constitution and elect officers.

To function much the same as other city and county councils, the St. Louis group elected Bert Granville, McDonnell Aircraft Corp., as its first president; Jim Hoag, Ford Motor Co., vice president; Doris Caplan, Shampaine Industries, secretary; and Ken Kroger, Union Electric treasurer.

Granville, NIRA Region VI Director, along with Dean Moneymaker, also a former NIRA board member recently retired from International Shoe Co., were instrumental in forming the new council.

Last call for Midwest Golf

The last call for entries in the 16th annual Mid-West Industrial Golf Championships has been issued by tournament executive secretary Ray Detrick of the Goodyear Tire & Rubber Co., Akron, Ohio.

All entries must be mailed to Detrick by Aug. 10. The 1961 event will be held Aug. 19 and 20, at Purdue University's 36-hole course in Lafayette, Ind.

Any industrial company is eligible to enter the meet providing all players are bona fide employees. No company may enter more than two teams from any one city.

The 36-hole tournament is run in three divisions for both teams and individuals. Based on average scores submitted on entry blanks, all teams will be ranked in order from lowest to highest average. The top third are placed in Division I, the second third in Division II, etc.

Individuals will also be assigned to divisions, but any golfer may play in a lower average division if he chooses.

The $20. team entry fee covers trophies, merchandise awards, printing and administration. Entrants or their companies pay their own expenses for meals, rooms, greens fees ($2.50) and cart or caddie fees.

A management tournament for those of executive rank who accompany their teams will be held at 10 a.m. on Saturday morning.

A total of 104 teams competed in last year's meet with Thompson Ramo Wooldridge of Cleveland, Ohio, winning the Division I championship.

Armco Trap Shoot

The 12th annual Armco Industrial Invitational Trap Shoot will get underway Sunday, Sept. 10, 1961, at the Middletown Sportsmen's Club, Middletown, Ohio.

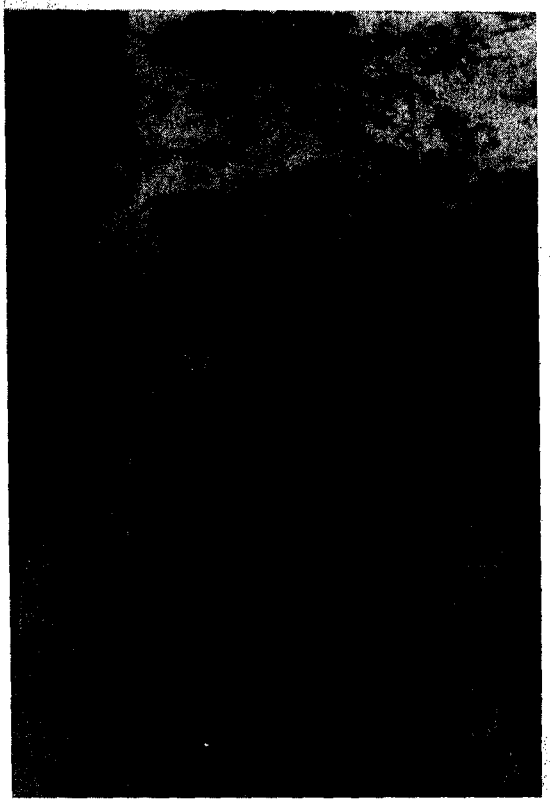
Sponsored by the Armco Steel Corporation Gun Club, the meet is open to any industrial company with each firm permitted to enter as many teams as it desires so long as the shooters are bona fide employees.

A five-man team event, each man will shoot at 50 targets, the first 25 from the 16 yard line, and the second 25 from the distance set by the established handicap scale.

In last year's meet, Cincinnati Shaper Co. blasted 233 out of 250 targets to win over a field of 82 teams.

Companies desiring to enter this year's event should supply the following information to Clarence Abell, director of activities, Armco Steel Corporation, Middletown, Ohio, not later than Sept. 1:

- Name and address of company.
- Full names of five shooters constituting the team, team captain and alternates.
- $10 entry fee. Make checks payable to The Armco Association Activities.



Big catch of big bass caught on North Manitou Island is only a sample of what the all-species winner of NIRA's Fish-A-Rama can expect on his expense-paid fishing vacation (see story).

Postal fishing underway

A number of entries have already been submitted in NIRA's fourth annual postal Fish-A-Rama for Industry.

Any employee of a NIRA member company is eligible to compete in the Fish-A-Rama and may enter any fish he has caught during the period beginning Jan. 1, 1961, and ending Sept. 15, 1961. Entries must be postmarked not later than midnight Sept. 16, to be eligible for judging.

Any contestant may submit an unlimited number of entries in any of the contest's 10 specie classifications: trout, largemouth bass, smallmouth bass, muskie, northern pike, salmon, walleye, pan fish, salt water fish and an all-specie classification for women contestants.

Each specie classification winner will receive a trophy and merchandise prizes. The all-specie winner, as determined by the judges, will receive an expense-paid, three-day fishing trip on North Manitou Island in Lake Michigan (see photo).

Complete Fish-A-Rama rules and entry forms are available upon request from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

NIBL disbands

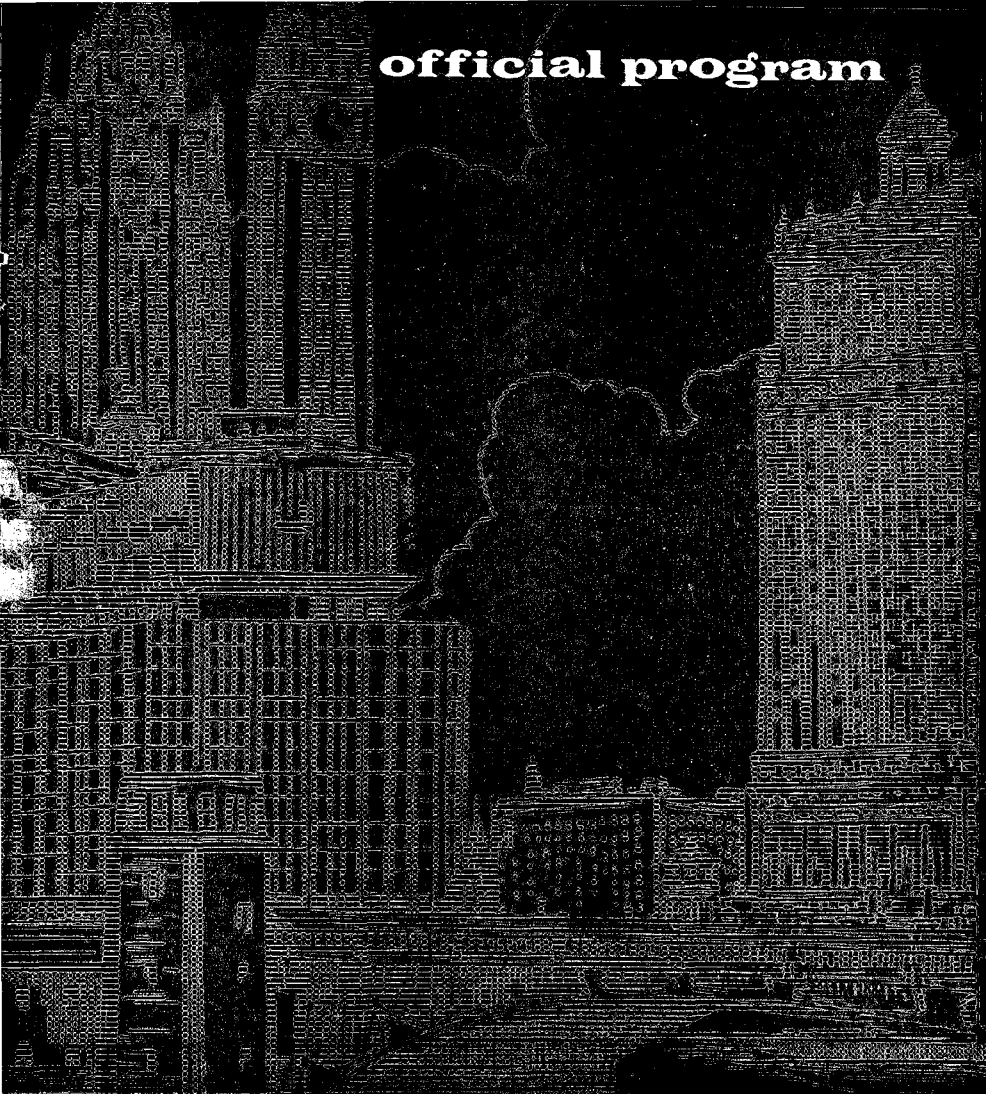
Down temporarily, but definitely not out, the National Industrial Basketball League announced it would disband operations for the 1961-62 season.

However, plans are already well underway to reorganize the league for the 1962-63 season. The new league will include NIBL charter member Goodyear Tire & Rubber Co., Akron, Ohio, and the Phillips Petroleum Co., Bartlesville, Okla., which joined the NIBL in 1948.

Teams representing big industry which are interested in playing in a strong amateur league during 1962-63 are requested to contact NIBL vice president C. E. Bloedorn, director of recreation at Goodyear.

In the meantime, Bloedorn would also like to hear from strong industrial teams which would be interested in playing Goodyear during the 1961-62 basketball season.

official program

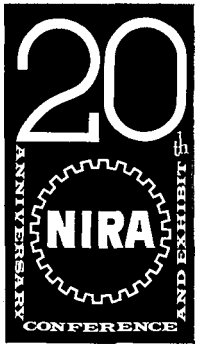


20th ANNIVERSARY NIRA CONFERENCE AND EXHIBIT

JUNE 11-14, 1961

HOTEL SHERMAN

CHICAGO, ILLINOIS



Twenty Years of Service to Business and Industry

With this Conference and Exhibit, the National Industrial Recreation Association marks its 20th year of service to industry.

Since its incorporation on November 21, 1941, under the name Recreation Association for American Industry, NIRA, exclusively, has served the needs of industrial recreation programs and personnel, has championed the principles of industrial recreation as an effective management-employee relations policy.

It was for these reasons that 12 industrial recreation directors met at the National Recreation Congress in Baltimore during October 1941, and decided to organize an association that could devote full time to developing industrial recreation ideas and programs.

The following spring, at the invitation of Dr. Floyd Eastwood, who became NIRA's first president, the group met at Purdue University to draft a constitution and elect officers.

With a $2,500 grant from Brunswick Corp., the fledgling group was given the means to launch its first project, a national survey of industrial recreation. In October 1941, the group held its first conference in Cincinnati, where it completed its organizational plans.

Early in 1942, the Athletic Institute; led by L. B. Icely, president of Wilson Sporting Goods Co., and Hugo Goldsmith, president of MacGregor-Goldsmith Sporting Goods Co.; agreed to subsidize the RAAI with funds for a full-time secretary, office and travel expenses. Raymond Millard was hired as the first executive secretary.

By the end of the war, the RAAI was firmly established. In 1945, John Fulton succeeded Millard as executive secretary, and the name was changed to Industrial Recreation Association. "National" was added to the Association's name in 1948.

Under Fulton, membership continued to grow rapidly and services were expanded with the semi-monthly publication of the *NIRA Newsletter* and *Idea Clinic* and distribution of program manuals.

The present executive secretary, Don L. Neer, followed Fulton in 1955, and continued to expand NIRA services and membership. *Recreation Management*, NIRA's official monthly magazine made its debut in 1958; the Helms Award program was launched in 1959; and national sports and hobby contests were developed; important additions to the valuable services offered to NIRA members.

NIRA's growth and development has been guided by the following outstanding industrial recreation leaders who have served with distinction as NIRA presidents:

Past Presidents:

1941-44 Dr. Floyd R. Eastwood, Los Angeles State College
1944-46 Edward B. DeGroote*, Servel, Inc.
1946-47 James F. Walsh, Chrysler Corporation
1947-48 R. C. Skillman, Champion Paper & Fibre Co.
1948-49 C. A. Benson, Eastman Kodak Company
1949-51 W. H. Edmund, Goodyear Tire & Rubber Company
1951-52 John R. Ernst*, National Cash Register Co.
1952-53 William T. Prichard*, General Motors Corporation
1953-54 A. H. Spinner, Armstrong Cork Company
1954-55 Ralph M. Isacksen, J. P. Seeburg Corp.
1955-56 Carl Klandrud, Allis-Chalmers Manufacturing Co.
1956-57 Ben M. Kozman, Thompson Ramo Wooldridge Inc.
1957-58 Kenneth Klingler, Consolidated Vacuum Corporation
1958-59 Thomas G. Croft, Convair, Div. of General Dynamics Corp.
1959-60 John H. Leslie, Minnesota Mining & Mfg. Co.

* deceased



Frowein

1960-61 NIRA Officers

President: Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.

Vice Presidents: A. Murray Dick, Dominion Foundries & Steel, Hamilton, Ont.
Walter Dowswell, Motorola, Chicago, Ill.
Earl Schreiber, The Timken Roller Bearing Co., Canton, Ohio
Newt West, Helms Bakeries, Los Angeles, Calif.

Treasurer: Frank Davis, Lockheed Aircraft Corp., Burbank, Calif.

Research Director: Gordon Starr, U. of Minnesota, Mnpls, Minn.

Immediate Past President: John H. Leslie, Minnesota Mining & Mfg. Co., St. Paul, Minn.

Executive Secretary: Don L. Neer, NIRA, Chicago, Ill.

Regional Directors:

I J. J. Minella, Eastman Kodak Co., Rochester, N. Y.
Oskar Frowein, Republic Aviation, Farmingdale, N. Y.

II Earl Schreiber, Timken Roller Bearing, Canton, Ohio
D. H. Zieverink, General Electric, Cincinnati, Ohio

III Walter Dowswell, Motorola, Inc., Chicago, Ill.
Charles Haggerty, Ford Motor Co., Dearborn, Mich.

IV W. W. Bernard, Temco Electronics, Dallas, Texas
Bert Granville, McDonnell Aircraft Corp., St. Louis, Mo.

V John O. Peters, Western Machine Co., Milwaukee, Wis.
Warren Wallgren, Theo. Hamm Brewing Co., St. Paul, Minn.

VI Summers Jarrett, The Chemstrand Corp., Pensacola, Fla.
Robert Turner, West Point Mfg. Co., West Point, Ga.

VII Newt West, Helms Bakeries, Los Angeles, Calif.
Ken Kellough, North American Aviation, Los Angeles, Calif.

VIII James Charrington, Polymer Corp., Ltd., Sarnia, Ont.
A. Murray Dick, Dominion Foundries & Steel, Hamilton, Ont.



Isacksen

Conference Committee

General Chairman: Ralph M. Isacksen, Seeburg Background Music, Inc., Chicago, Ill.

Sergeant-at-arms: Arvid Grell, The Seeburg Corp., Chicago, Ill.

Entertainment: Walter Dowswell, Motorola, Inc., Franklin Park, Ill.

Tours: Edward T. Mitchell, U. S. Steel Corp., Gary, Ind.

Exhibits: William J. Krienitz, Victor Adding Machine Co., Chicago, Ill.
George F. Kalmus, Teletype Corp., Skokie, Ill.
William Ehnert, Abbott Laboratories, North Chicago, Ill.
Hoyt Mathews, *Recreation Management*, Chicago, Ill.

Recreation and Wives Program: P. J. McCarthy, Chicago Park District, Chicago, Ill.
Art Conrad, Flick-Reedy Corp., Bensenville, Ill.
Edith Campbell, State Farm Insurance, Bloomington, Ill.
Pearl Goodrich, Chicago Park District, Chicago, Ill.

Luncheons: E. J. Dietzer, Guide Lamp, Div. GMC, Anderson, Ind.
Dale Shaffer, Delco-Remy, Div. GMC, Anderson, Ind.

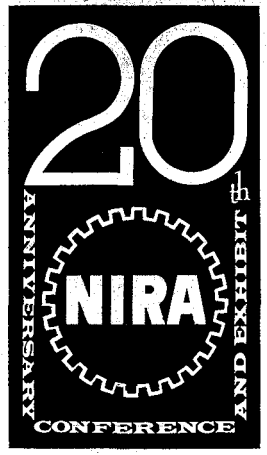
Special Events: Peter J. Salvato, The Seeburg Corp., Chicago

Souvenirs: Col. Benjamin Getzoff, Happiness Travel Service, Chicago, Ill.
Joe Lucko, Fontainebleau Hotel, Chicago, Ill.

NIRA Office: Mel Ackerman, Chicago Park District, Chicago

Publicity: Hoyt Mathews, *Recreation Management*, Chicago
Joe Corrigan, Danly Machine Specialties, Inc., Chicago

Executive Secretary: Don L. Neer, NIRA, Chicago



Conference Program Outline

This Conference Program Outline presents at a glance all the activities scheduled for each day. For complete details on each session, speakers and panel members, please refer to the "blue" pages.

Sunday, June 11

10:00 **Registration** (Ballroom)

10:30 **Consult the Experts** (Ballroom)
Informal discussions on travel clubs, ham radio, hiking and camping, garden and flower clubs, hobby shows, sport car clubs, self-improvement programs, flying clubs, boat clubs, arts and crafts, rod and gun clubs, picnic prizes and industrial recreation councils.

11:00 **State Chairman Seminar** (G.B. Shaw Room)

Noon **Exhibit Hall Opens**

2:00 **Opening General Session** (Ballroom)
Bill Veeck, Chicago White Sox
V. F. Hernlund, director of recreation, Chicago Park District
Illinois Bell Chorus

3:00 **Exhibits**

4:00 **General Session** (Ballroom)
"Bowling Ethics," Nat Kogan, president, Bowling propietors Assn. of America

5:00 **Exhibits**

7:30 **Welcome Reception** (Ballroom)

Monday, June 12

8:00 **Keyman's Invitational Breakfast** (House on the Roof)

8:30 **Exhibits—Registration**

9:30 **General Session** (Ballroom)
"Demonstrations"

11:00 **Exhibits**

Noon **NIRA Luncheon** (Ballroom)
Mayor Richard J. Daley
G. Herbert True, "Ideas Make Man Great"

2:00 **Exhibits**

3:00 **Concurrent Seminars**
1. Activity Ideas for Metropolitan Company Programs (Room 104)
2. Activity Ideas for Small Company Programs (Gold Room)
3. Activity Ideas for Women's Programs (Room 103)

4:00 **Exhibits**

5:00 **Regional Meetings**

8:00 **NIRA Travel Council Reception** (Bal Tabarin)

Tuesday, June 13

8:30 **Exhibits—Registration**

9:00 **Concurrent Seminars**
1. Activity Ideas for Retirees (Crystal)
2. Purchasing Practices (Gold Room)
3. Experiences in Company Travel (Ruby Room)

10:30 **Exhibits**

Noon **Anniversary Luncheon** (Ballroom)
Nick George, vice president of employee and public relations, Brunswick Corp.
U. S. Steel Swing Vochestra

2:00 **Exhibits**

3:00 **Concurrent Seminars**
1. Operating Policies for Recreation Parks and Centers (Crystal Room)
2. NIRA Programs and Services, Today and Tomorrow (Gold Room)
3. Employee Recreation Association Newsletters (Ruby Room)

4:30 **Exhibits**

5:30 **Exhibit Hall Closes**

8:00 **Baseball Game** (Sox vs Angels) optional
Theatre (Gypsy) optional

Wednesday, June 14

8:30 **Registration**

9:00 **General Session** (Ballroom)
"How to Improve Your Vending Program," Walter Reed, Nat'l Assn. of Automatic Merchandisers

10:30 **Concurrent Seminars**
1. Penny for Your Ideas (Louis XVI Room)
2. Common Sense Cost Cutting (Crystal Room)
3. Planning and Financing Recreation Facilities (Gold Room)

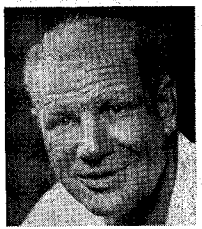
Noon **NIRA Awards Luncheon**
(G. B. Shaw Room)
NIRA-NRA Shooting Award
Sportsman of the Year
Helms Award Presentations

2:00 **Registration for Election** (Crystal Room)

2:30 **Annual Meeting and Election of Officers**
(Louis XVI Room)

7:00 **Annual Banquet and Floor Show**
(Ballroom)

Bill Veeck
President
Chicago White Sox
Opening Session



Richard J. Daley
Mayor
City of Chicago
Monday Luncheon



G. Herbert True
Research
Psychologist
Monday Luncheon



Nick George
Vice President
Brunswick Corp.
Tuesday Luncheon



Hotel Directory

Room Locations

Grand Ballroom	Mezzanine
Exhibit Hall	Mezzanine
Registration Desk	Ballroom Foyer, Mezzanine
NIRA Office	Exhibit Hall, Mezzanine
NIRA Press Office	Exhibit Hall, Mezzanine
Crystal Room	1st floor
Gold Room	1st floor
Louis XVI Room	1st floor
Ruby Room	1st floor
Rooms 103, 104, 106, 107, 108, 110, 113, 114	1st floor
George Bernard Shaw Room	lower level
Bal Tabarin Room	6th floor
House on the Roof	22nd floor

Registration Desk

Sunday: 10:00 a.m. to 5:00 p.m.	Ballroom Foyer
Monday and Tuesday: 8:30 a.m. to 5:00 p.m.	Ballroom Foyer
Wednesday: 8:30 a.m. to Noon	Ballroom Foyer

NIRA Office

8:30 a.m. to 5:30 p.m. (daily)	Exhibit Hall

Exhibit Hall (Mezzanine)

Sunday: Noon to 2 p.m., 3 to 4 p.m., 5 to 6 p.m.
Monday: 8:30 to 9:30 a.m., 11 a.m. to noon, 2 to 3 p.m. 4 to 5 p.m.
Tuesday: 8:30 to 9 a.m., 10:30 to 11:30 a.m., 2 to 3 p.m. 4:30 to 5:30 p.m.

NIRA Press Office

8:30 a.m. to 5:30 p.m. (daily)	Exhibit Hall

Welcome Reception

Sunday, June 11: 7:30 to 10:30 p.m.	G. B. Shaw Room

Luncheons

Monday, June 12: Noon	Ballroom
Tuesday, June 13: Noon	Ballroom
Wednesday, June 14: Noon	G. B. Shaw Room

Annual Meeting and Election

Wednesday, June 14: 2:00 to 5:00 p.m.	Ballroom

Banquet and Floor Show

Wednesday, June 14: 7:00 p.m. to Midnight	Ballroom

Board of Directors Meetings

Saturday, June 10: 1:00 to 5:00 p.m.	Room 108
Thursday, June 15: 9:00 a.m. to Noon	Room 108

Information

Tickets

Tickets are required for the Welcome Reception; Monday, Tuesday and Wednesday luncheons; and the NIRA Banquet and Floor Show, These tickets will be furnished all Conference registrants. Wives who register will receive tickets to the Welcome Reception and the Banquet and Floor Show. Guests may be admitted to these functions upon payment of the following fees:

Welcome Reception	$3.00
Mon., Tues., or Wed. Luncheon	$5.00
NIRA Banquet and Floor Show	$12.00

Badges

Badges are required for admission to all meetings and scheduled social functions. They are available at the registration desk daily.

Baseball Game, Theater

Tickets for the show "Gypsy" and Chicago White Sox night baseball game, Tuesday, June 13, 8:00 p.m. at Comiskey Park may be purchased at the registration desk for $2.00 each.

First Aid

The Hotel Sherman has a resident doctor on call at all times. Call the operator in an emergency.

Sunday
JUNE 11

10:00 a.m. REGISTRATION OPENS (Ballroom Foyer)

10:30 a.m.-Noon CONSULT THE EXPERTS (Ballroom)

Chairman: John Crnich, Employee Activities, *R. R. Donnelley & Sons*, Chicago, Ill.

Travel Clubs: H. B. Aitken, Recreation Director, *General Electric Co.*, Nela Park, Cleveland, Ohio.

Charles H. Cunningham, Employee Activities Coordinator, *Dept. of Agriculture*, Washington, D. C.

Hi-Fi Clubs: Paul Neuman, Recreation Manager, *Stromberg-Carlson Co.*, Rochester, N. Y.

Rod and Gun Clubs: Frank Daniel, Secretary, *National Rifle Association*, Washington, D. C.

Dick Miller, *Sporting Arms Mfrs. & Ammunition Institute*, Crown Point, Ind.

Arts and Crafts: Marilyn Greenlaw, Recreation Specialist, *Nationwide Insurance*, Columbus, Ohio

Mrs. Lillian Howard, *Chicago Park District, Chicago.*

Hiking Clubs: Robert D. Delius, Recreation Director, *Tennessee Eastman Co.*, Kingsport, Tenn.

Garden Clubs: Paul Kuppinger, Recreation Director, *Delco Appliance Division, GMC*, Rochester, N. Y.

Industrial Recreation Councils: Andy Thon, Executive Secretary, *Milwaukee County IRC*, Milwaukee, Wis.

Ralph Smith, Secretary-Treasurer, *San Diego IRC*, San Diego, Calif.

Adult Education Classes: William O'May, Personnel Manager, *Flick-Reedy Corp.*, Bensenville, Ill.

Water Skiing Clubs: Max Dodson, Personnel Manager, *Beloit Iron Works*, Beloit, Wis.

Picnic Activities: John E. Shallcross, Representative, *Oak Rubber Co.*, Ravenna, Ohio

Flying Clubs: Jack Gaske, *U. S. Steel Corp.*, Goodfellow Club, Gary, Ind.

Hobby Shows: Verne Vaught, Recreation Director, *Continental Steel Corp.*, Kokomo, Ind.

Sports Cars: Robert J. Benn, Recreation Director, *Grumman Aircraft Engineering*, Bethpage, N. Y.

11:00 a.m.-Noon STATE CHAIRMEN SEMINAR (G. B. Shaw Room)

Chairman: Oskar Frowein, Recreation Director, *Republic Aviation Corp.*, Farmingdale, N. Y.

Noon-2:00 p.m. EXHIBIT HALL OPENS

2:00 p.m.-3:00 p.m. OPENING GENERAL SESSION (Ballroom)

Chairman: Ralph Isacksen, General Manager, *Seeburg Background Music, Inc.*, Chicago, Ill.

Welcome: *Oskar Frowein*, Recreation Director, *Republic Aviation Corp.*, Farmingdale, N. Y.

Conference Theme: "Industry-Municipal Cooperation In Recreation", Vern Hernlund, Director of Recreation, *Chicago Park District*, Chicago, Ill.

Entertainment: Illinois Bell Telephone Company Chorus, Director, Robert S. Childe

Introduction of Speaker: Ben M. Kozman, Activities Manager, *Thompson Ramo Wooldridge, Inc.*, Cleveland, Ohio

Keynoter: Bill Veeck, President, *Chicago White Sox*, Chicago, Ill., "Inside Baseball, U.S.A."

3:00 p.m.-4:00 p.m. EXHIBITS

4:00 p.m.-5:00 p.m. GENERAL SESSION—"BOWLING ETHICS" (Ballroom)

Chairman: Carl Klandrud, Recreation Director, *Allis-Chalmers Mfg. Co.*, Milwaukee, Wis.

Panelists: Nat Kogan, President, *Bowling Proprietors Assn. of America*, Cleveland, Ohio

Howard Seehausen, Executive Director, *Bowling Proprietors Assn. of America*, Park Ridge, Ill.

Wally Dowswell, Recreation Director, *Motorola, Inc.*, Franklin Park, Ill.

Edith Campbell, Recreation Director, *State Farm Insurance Co.*, Bloomington, Ill.

Earl Schreiber, Recreation Director, *Timken Roller Bearing Co.*, Canton, Ohio

5:00 p.m.-6:00 p.m. EXHIBITS

7:30 p.m.-10:30 p.m. WELCOME "HOEDOWN"—Western Style (G. B. Shaw Room)

Chairman: Wally Dowswell, Recreation Director, *Motorola, Inc.*, Franklin Park, Ill.

Orchestra: John "Do-Si-Do" Dolce, *WLS*, Chicago

Monday
JUNE 12

8:00 a.m.-9:30 a.m. KEYMAN INVITATIONAL BREAKFAST BUFFET (House On The Roof)

Host: Republic Aviation Corporation, Farmingdale, N. Y.

Chairman: Oskar Frowein, Recreation Director

8:30 a.m.-5:30 p.m. NIRA OFFICE AND PRESS ROOM (Exhibit Hall)

8:30 a.m.-5:00 p.m. REGISTRATION DESK OPEN (Ballroom Foyer)

8:30 a.m.-9:30 a.m. EXHIBITS

9:30 a.m.-10:30 a.m. GENERAL SESSION—DEMONSTRATIONS (Ballroom)

Chairman: Ed Mitchell, Recreation Director, *U. S. Steel Corp.*, Gary, Ind.

John Bowman, Executive Secretary, *National Assn. of Amusement Parks, Pools and Beaches*, Chicago, Ill., "A Perfect Picnic at Riverside," 15 minute film on an industrial picnic at Riverside Park, Agawam, Mass.

Jake Lucas, *Shakespeare Company*, Kalamazoo, Mich., Bait Casting Expert

Richard H. Stroud, Executive Vice President, *Sport Fishing Institute*, Washington, D. C. Conservation

10:30 a.m.-11:30 a.m. EXHIBITS

Noon-2:00 p.m. NIRA LUNCHEON (Ballroom)

Chairman: Oskar Frowein, NIRA President, Recreation Director, *Republic Aviation Corp.*, Farmingdale, N. Y.

Invocation: Verne Vaught, Recreation Director, *Continental Steel Corp.*, Kokomo, Ind.

Welcome: Hon. Richard J. Daley, Mayor of Chicago, Ill.

Keynoter: Herb True, Research Psychologist, "Ideas Make Men Great"

Music: Adele Scott

2:00 p.m.-3:00 p.m. EXHIBITS

3:00 p.m.-4:00 p.m. CONCURRENT SEMINARS

I. ACTIVITY IDEAS FOR METROPOLITAN COMPANY RECREATION PROGRAMS (Room 104)

Chairman: David F. Chapin, Manager, Activities and Services, *Equitable Life Assurance Society*, New York, N. Y.

Panelists: Cam Haslam, Recreation Supervisor, *The Boeing Company*, Seattle, Wash.

P. J. McCarthy, Assistant Director of Recreation, *Chicago Park District*, Chicago, Ill.

Bob Nead, Personnel Supervisor, *MacGregor Sport Products*, Cincinnati, Ohio

Louis Rosenberg, C.P.A., *Golman, Brookstone & Company*, Chicago, Ill.

II. ACTIVITY IDEAS FOR SMALL COMPANY RECREATION PROGRAMS (Gold Room)

Chairman: Arthur L. Conrad, Public Relations Manager, *Flick-Reedy Corp.*, Bensenville, Ill.

Panelists: Mary J. Best, Recreation Director, *Distillation Products Industries*, Rochester, N. Y.

Kenneth J. Leonard, Activities Supervisor, *Salt River Project* Emp. Rec. Assn., Phoenix, Ariz.

Robert E. Moss, Director of Industrial Recreation, *AVCO Corp.*, R.A.D., Wilmington, Mass.

Fred A. Wilson, Coordinator of Employee Activities, *Scovill Mfg. Co.*, Waterbury, Conn.

James Lee, Activities Director, *Indiana Farm Bureau Cooperative Assn., Inc.*, Indianapolis, Ind.

III. ACTIVITY IDEAS FOR WOMEN'S PROGRAMS (Room 103)

Chairman: Miss Mary A. Kennelly, Recreation Activities Supervisor, *American Telephone & Telegraph Co.*, New York, N. Y.

Panelists: Frank Lloyd, Jr., Regional Manager, *Cargill Productions, Inc.*, New York, N. Y.

Millie Kanieski, Women's Activities Director, *Motorola, Inc.*, Franklin Park, Ill.

Velva Pearce, Recreation Director, *Nationwide Insurance Co.*, Raleigh, N. C.

Mrs. Lee Hague, Industrial Relations, *Safeway Stores, Inc.*, San Francisco, Calif.

Velma M. Cobb, Secretary, Bird Club, *Bird & Son, Inc.*, East Walpole, Mass.

4:00 p.m.-5:00 p.m. EXHIBITS

5:00 p.m.-6:00 p.m. REGIONAL BUSINESS MEETINGS (NIRA Election Center—Louis XVI)

Region I—East (Room 104): Chairman: Oskar Frowein, Recreation Director, *Republic Aviation Corp.*, Farmingdale, N. Y.

Region II—Mid-east (Room 103): Chairman: Daniel H. Zieverink, Supervisor of Employee Services, *General Electric Co.*, Cincinnati, Ohio

Region III—Mid-west (Room 114): Chairman: Charles Haggerty, Recreation Director, *Ford Motor Co.*, Dearborn, Mich.

Region IV—South (Room 113): Chairman: Robert Turner, Coordinator, Dept. of Community Recreation, *West Point Mfg. Co.*, West Point, Ga.

Region V—Northwest (Room 110): Chairman: Warren Wallgren, Recreation Supervisor, *Theo. Hamm Brewing Co.*, St. Paul, Minn.

Region VI—Southwest (Room 108): Chairman: Bert Granville, Recreation Supervisor, *McDonnell Aircraft Corp.*, St. Louis, Mo.

Region VII—West (Room 107): Chairman: Kenneth Kellough, Recreation & Welfare Administrator, *North American Aviation, Inc.*, Los Angeles, Calif.

Region VIII—Canada (Room 106): Chairman: A. Murray Dick, Director of Recreation, *Dominion Foundries & Steel, Ltd.*, Hamilton, Ontario

8:00 p.m.-10:00 p.m. NIRA TRAVEL COUNCIL RECEPTION (Bal Tabarin Room)

Co-chairmen: James Lynch, *Thos. Cook & Son*, New York, N. Y. Don Daly, *American Express Company*, New York, N. Y. Special travel door prizes including one week trips for two to many famous resort areas.

Tuesday
JUNE 13

8:30 a.m.-5:30 p.m. NIRA OFFICE AND PRESS ROOM (Exhibit Hall)

8:30 a.m.-5:00 p.m. REGISTRATION DESK OPEN (Ballroom Foyer)

8:30 a.m.-9:00 a.m. EXHIBITS

9:00 a.m.-10:30 a.m. CONCURRENT SEMINARS

IV. ACTIVITY IDEAS FOR RETIREES (Crystal Room)

Chairman: Martha L. Daniell, Director of Recreation, *Nationwide Insurance*, Columbus, Ohio

Panelists: Picnics—A. H. Spinner, Supervisor of Employee Activities, *Armstrong Cork Co.*, Lancaster, Pa.

Bowling—Ray Detrick, Activities Assistant, *Goodyear Tire & Rubber Co.*, Akron, Ohio

Golf—Carl Klandrud, Recreation Director, *Allis Chalmers Mfg. Co.*, Milwaukee, Wis.

Housing—Tom Ayers, Executive Director, *Ozark Playgrounds Assn.*, Joplin, Mo.

Travel—Cap Carroll, Supervisor of Employee Activities, *Eastman Kodak Company*, Rochester, N. Y.

Counseling—Fred Faassen, Specialist, Retirement Planning, Zion, Ill.

V. PURCHASING PRACTICES (Gold Room)

Chairman: Tom G. Croft, Chief of Employee Service, *Convair, Div. of General Dynamics Corp.*, Ft. Worth, Texas

Panelists: Daniel H. Zieverink, Supervisor, Employee Services, *General Electric Company*, Cincinnati, Ohio

Hal Schumacher, Executive Vice President, *Adirondack Bats, Inc.*, Dolgeville, N. Y.

R. E. Van Duzer, Supervisor, Employee Activities, *Babcock & Wilcox Co.*, Barberton, Ohio

Lewis J. FitzGerald, Recreation Director, *GMC Truck & Coach Div.*, Pontiac, Mich.

John B. Breuler, Employee Services Manager, *Olin Mathieson Chemical Corp.*, New Haven, Conn.

VI. EXPERIENCES IN COMPANY TRAVEL (Ruby Room)

Chairman: H. B. Aitken, Recreation Director, *General Electric Co.*, Nela Park, Cleveland, Ohio

Panelists: Robert J. Benn, Recreation Director, *Grumman Aircraft & Engineering Corp.*, Bethpage, N. Y.

Charles S. Hoyt, Manager, Employee Services, *Minneapolis, Honeywell Regulator Co.*, Minneapolis, Minn.

B. M. Kozman, Activities Manager, *Thompson Ramo Wooldridge, Inc.*, Cleveland, Ohio

Eleanor Turns, Director of Recreation, *Nationwide Insurance*, Harrisburg, Pa.

Joan Reid, Personnel Activities Asst. N. J., *Bell Telephone Co., Newark, N. J.*

Resource Experts: NIRA Travel Council Representatives

10:30 a.m.-11:30 a.m. EXHIBITS

Noon-2:00 p.m. 20th ANNIVERSARY LUNCHEON (Ballroom)

Host: Brunswick Corp., Chicago, Ill.

Chairman: Ralph M. Isacksen, General Manager, *Seeburg Background Music, Inc.*, Chicago, Ill.

Invocation: Rev. Patrick Hayes, C.S.V., *St. Viator's Parish*, Chicago, Ill.

Entertainment: U. S. Steel Swing Vo-chestra, Gary, Ind. Director, Ed Wells, U. S. Steel Choral Organization

Keynoter: Nick George, Vice President, Employee and Public Relations, *Brunswick Corp.*, Chicago, Ill.

2:00 p.m.-3:00 p.m. EXHIBITS

3:00 p.m.-4:40 p.m. CONCURRENT SEMINARS

VI. OPERATING POLICIES FOR INDUSTRIAL RECREATION PARKS AND CENTERS (Crystal Room)

Chairman: Harry Clark, General Supervisor, Personnel Activities, *Norair, Div. of Northrop Corp.*, Hawthorne, Calif.

Panelists: Lee Corbin, Manager, Recreation Center, *Aerojet-General Corp.*, Sacramento, Calif.

Dale Shaffer, Employee Relations Director, *Delco-Remy Div.*, GMC, Anderson, Ind.

Clarence R. Gillaugh, Director of Recreation, *National Cash Register Co.*, Dayton, Ohio

Paul C. Harrison, Recreation Director, *Ansco, A Div. of Gen. Aniline & Film Corp.*, Binghamton, N. Y.

VII. NIRA PROGRAMS AND SERVICES TODAY AND TOMORROW (Gold Room)

Chairman: Earl Schreiber, Recreation Director, *Timken Roller Bearing Co.*, Canton, Ohio

Panelists: Bowling—Steve Wendelken, *Whirlpool Corp.*, St. Joseph, Mich.

Fishing—G. M. Matlack, Recreation Coordinator, *ARO, Inc.*, Arnold Air Force Station, Tenn.

Softball—Arthur R. Brauer, Assistant Industrial Relations Director, *Raybestos Div., Raybestos-Manhattan, Inc.*, Bridgeport, Conn.

Rifle & Pistol—Frank C. Daniel, Secretary, *National Rifle Assn. of America*, Washington, D. C.

Trap & Skeet—Jim Dee, Director, Shooting Development, *Sporting Arms & Ammunition Mfrs. Institute*, New York, N. Y.

Research—Gordon L. Starr, *Univ. of Minnesota*, Minneapolis, Minn.

VIII. EMPLOYEE RECREATION ASSOCIATION PUBLICITY (Ruby Room)

Chairman: Charles Bloedorn, Director of Recreation, *Goodyear Tire & Rubber Co.*, Akron, Ohio

Panelists: E. T. Mitchell, Recreation Supervisor, *U. S. Steel Corp.*, Gary, Ind.

A. Murray Dick, Director of Recreation, *Dominion Foundries & Steel, Ltd.*, Hamilton, Ontario

R. Fred Canaday, Recreation Director, *General Motors Corp.*, Detroit, Mich.

Warren Wallgren, Recreation Supervisor, *Theo. Hamm Brewing Co.*, St. Paul, Minn.

4:30 p.m.-5:30 p.m. EXHIBITS (CLOSE FOR CONFERENCE)

8:00 p.m.-11:30 p.m. BASEBALL (optional)

White Sox vs Los Angeles at Comiskey Park. Tickets sold at Registration Desk.

Wednesday
JUNE 14

8:30 a.m.-4:00 p.m. NIRA OFFICE AND PRESS ROOM (Exhibit Hall)

8:30 a.m.-1:00 p.m. REGISTRATION DESK OPEN (Ballroom Foyer)

9:00 a.m.-10:15 a.m. GENERAL SESSION—"HOW TO IMPROVE YOUR VENDING PROGRAM" (Ballroom)

Chairman: C. W. Hudson, Personnel Services Manager, *IBM Corporation*, Rochester, Minn.

William J. Krienitz, Manager, Employee Services, *Victor Adding Machine Company*, Chicago, Ill.

W. J. Pyper, Jr., Manager-Secretary, *Republic Assistance Fund, Inc.*, Farmingdale, N. Y.

Walter W. Reed, Director of Public Relations, *National Automatic Merchandising Assn.*, Chicago, Ill.

John H. Leslie, Manager, Employee Recreation, *Minnesota Mining & Mfg. Co.*, St. Paul, Minn.

10:30 a.m.-11:45 a.m. CONCURRENT SEMINARS

IX. PENNY FOR YOUR IDEA (Louis XVI Room)

Chairman: Lon Anthony, Recreation Director, *Lockheed Aircraft Corp.*, ERC, Sunnyvale, Calif.

Panelists: David N. Goode, Industrial Relations Manager, *International Harvester Co.* Engineering Center, Hinsdale, Ill.

LeRoy S. Gill, Recreation Supervisor, *Minneapolis Gas Company*, Minneapolis, Minn.

Hugh V. Knott, Director of Recreation, *Delco Products Div. GMC*, Dayton, Ohio

W. A. Barnes, Director of Athletics, *McKinnon Industries, Ltd.*, St. Catharines, Ontario

X. COMMON SENSE COST CUTTING (Crystal Room)

Chairman: Charles A. Mears, Recreation Manager, *B. F. Goodrich Company*, Akron, Ohio

Panelists: Chester V. Pellegrin, Supervisor of Recreation, *Detroit Edison Company*, Detroit, Mich.

Miles M. Carter, Jr., Recreation Director, *McLean Trucking Company*, Winston-Salem, N. C.

Donald Hamrock, Recreation Director, Civilian Welfare Fund, *Wright-Patterson AFB*, Ohio

T. E. Smith, Recreation Director, *Texas Instrument, Inc.*, Dallas, Texas

J. R. Mitchell, Chief of Employee Services, *Convair Astronautics Division*, San Diego, Calif.

XI. PLANNING AND FINANCING RECREATION FACILITIES (Gold Room)

Chairman: Don E. Ford, Recreation Director, *Olin Mathieson Chemical Corp.*, Covington, Ind.

Panelists: ***Lakes***—Roy E. Ellington, Recreation Counselor, *Kaiser Aluminum & Chemical Corp.*, Ravenswood, W. Va.

Gymnasiums—Summers Jarrett, Employee Relations Supervisor, *Chemstrand Corporation*, Pensacola, Fla.

Athletic Areas—Norman H. King, Recreation Director, *Georgia Lockheed Emp. Rec. Club*, Marietta, Ga.

Parks: Milton G. Anderson, ERA President, *Hughes Aircraft Co.*, Los Angeles, Calif.

General—A. M. Cusick, Employee Services Manager, *Cummins Engine Company, Inc.*, Columbus, Ind.

Noon-2:00 p.m. NIRA 20TH ANNIVERSARY AND HELM$ AWARD LUNCHEON (G. B. Shaw Room)

Chairman: John H. Leslie, Manager, Employee Recreation, *Minnesota Mining & Mfg. Company*, St. Paul, Minn.

Invocation: Rev. Dr. John A. Gardner, Executive Associate, *Church Federation of Greater Chicago, Ill.*

Music: Frank York and his Violins

NIRA-NRA Rifle and Pistol Awards: Frank Daniel, Secretary, *National Rifle Assn.*, Washington, D. C.

Sportsman of the Year Award: A. Murray Dick, Recreation Director, *Dominion Foundries & Steel, Ltd.*, Hamilton, Ont.

Helms Awards: Col. Theodore P. Bank, Chairman, Judges Committee; President, *The Athletic Institute Inc.*, Chicago, Ill.

2:00 p.m.-2:30 p.m. REGISTRATION FOR VOTING (Crystal Room)

3:00 p.m.-5:00 p.m. ANNUAL MEETING AND ELECTION OF OFFICERS (Louis XVI Room)

Chairman: Oskar Frowein, Recreation Director, *Republic Aviation Corp.*, Farmingdale, N. Y.

7:00 p.m.-11:00 p.m. ANNUAL BANQUET AND FLOOR SHOW (Ballroom)

Chairman: 1961-62 NIRA President

Music: Frankie Masters and his Orchestra

Floor Show: Produced by Paramount Attractions: Reberte Trio, Victor Julian and his Pets, Paul Benson, Joanne Wheatley, Peg-Leg Bates.

Wives PROGRAM

SUNDAY, JUNE 11

10:00 a.m.	**Registration** (Ballroom Foyer)
Noon	**Exhibit Hall Opens** (mezzanine)
1:00 p.m.	**Wives Welcome Reception, Briefing** (Old Chicago)
2:00 p.m.	**Opening General Session** (Ballroom)
7:30 p.m.	**Welcome Hoedown Reception** (G. B. Shaw Room) Square dance or informal wear

MONDAY, JUNE 12

9:00 a.m	**Chicago Skyline Boat Cruise** Board Wendella Launches
Noon	**NIRA Luncheon*** (Ballroom)
2:30 p.m.	**Marshall Field Shopping Tour**

TUESDAY, JUNE 13

9:00 a.m.	**Buses Leave for Sightseeing Tour**
10:30 a.m.	**Old Orchard Shopping Tour**
12:30 a.m.	**Flick-Reedy Corp.**, Bensenville, Ill. Luncheon and Gilmore fashion show at poolside Diving and Water Ballet, State Farm Insurance Co.
8:00 p.m.	**Baseball***, White Sox vs Angels, Comiskey Park **Theater***, Ethel Merman in Gypsy, Schubert Theater

WEDNESDAY, JUNE 14

9:00 a.m.	**Don McNeil Breakfast Club** (Porterhouse Room)
Noon	**NIRA Anniversary Luncheon*** (G. B. Shaw Room)
3:00 p.m.	**NIRA Annual Meeting and Elections** (Louis XVI Room)
7:00 p.m.	**NIRA Annual Dinner Dance and Floor Show** (Ballroom) Frankie Masters and his Orchestra. Informal Wear.

***Optional:** tickets available at Registration Desk.

Membership Services

The National Industrial Recreation Association is a nation-wide, non-profit association, organized by industry to serve its members in national, regional and local industrial recreation problems. Its purpose is to promote recreation as a sound management policy by improving the caliber of industrial recreation programs, raising the standards of the profession and helping each company director do a better job for his company and its employees.

NIRA's constantly growing services to industrial recreation and personnel services include the following:

Conferences: Throughout each year, NIRA conducts large scale national and regional conferences in which authoritative speakers and panel groups outline successful programs and give factual interpretations of new trends. In addition to the annual four-day National Conference, meetings are held in each of the eight NIRA regions.

Periodicals: Published monthly, *Recreation Management* magazine brings you comprehensive coverage of the latest developments, newest trends in the field. The *NIRA Newsletter* and *Idea Clinic*, also sent to you monthly, contain new and unusual ideas that help you develop activities and stimulate interest in your program.

Research Reports: Through its combined membership, NIRA is able to compile surveys of great value in judging the strong and weak points of your program, activity popularity and new trends in industrial recreation. Additional studies are continually undertaken to cover all phases of industrial recreation planning and supervision.

Reference Manuals: Program guides describing step-by-step procedures for developing special activities are in constant production. Now available: *Standard Sports Areas, How to Set Up Tournaments, Employee Picnics, Industrial Bands and Orchestras, Golf for Industry, Let's Play Cards, Employee Flower Clubs, Let's Talk Travel* and rules and instruction books on many sports.

Consultation Service: Whatever your problem, members of the NIRA Advisory Committee and staff are on call to help you. These men, all past president's of NIRA, have many years of industrial recreation experience. Their recommendations are time-tested.

Management Information: A complete reference library of useful materials is maintained at NIRA Headquarters to assist in drafting club constitutions, promoting participation. Other services include insurance counsel and group coverage, personnel placement.

National Contests: Industry-only athletic and hobby contests are conducted by NIRA to help stimulate employee participation in their own company programs. Strictly amateur events are now being held in bowling, photography, postal rifle and pistol, fishing, skeet.

Company memberships are available to those firms and corporations or their employee recreation associations which are interested in the development and maintenance of employee recreation programs and facilities. These memberships may be obtained on the basis of the following dues-services schedule:

Class	*Company Size*	*Annual Dues*	*Services*
AA	*less than 500 employees*	*$20.*	*1*
A	*501 to 1,000 employees*	*35.*	*2*
B	*1,001 to 5,001 employees*	*65.*	*4*
C	*5,001 to 10,000 employees*	*95.*	*6*
D	*more than 10,000 employees*	*125.*	*10*

The column headed "services" indicates the maximum number of individuals in a company and/or its branches to whom complete services will be sent if desired, at no additional charge. Services beyond the maximums may be obtained for $15. per year per service.

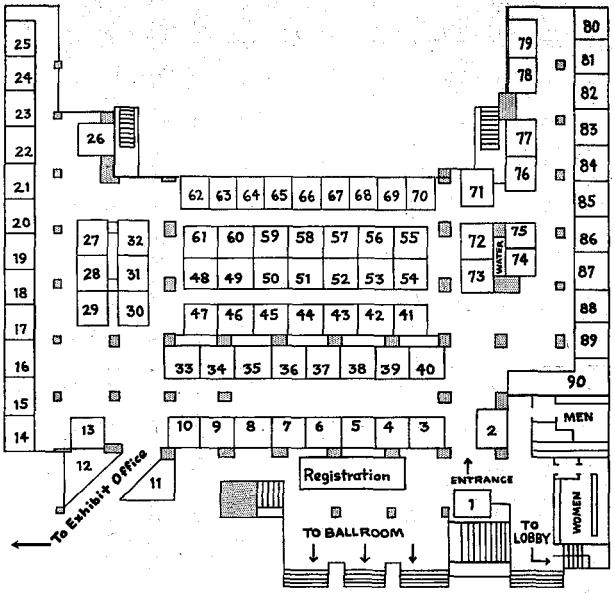
Exhibit Directory

Exhibit Hours

Following the Grand Opening at Sunday noon, the exhibit hall will be open every morning at 8:30 and during one-hour intervals between all scheduled conference activities. The hall will be closed for the conference at 5:30 p.m. on Tuesday; thus 12 full hours have been scheduled to allow delegates ample time to meet and talk to each exhibitor.

To make the most of this opportunity to examine the latest industrial recreation products and services, take the "two-trip" exhibit hall tour. First, make a general swing around the hall gathering materials at every booth on a "once-over-lightly" basis, noting individuals and firms with whom you may wish to discuss matters later.

Trip Two is more specific: now you get down to details, going back to selected booths, asking questions, discussing problems. Whether you buy or not, load up on materials, take them home and study each one to see how it can be made to work for you.





Exhibitors Representative

From the beginning, NIRA exhibitors have contributed greatly to the growth of the Association. As recreation directors, we count on them for expert help and advice. Representing the exhibitors this year is a true gentleman well known to all who have attended past conferences: Ed Reutinger, national manager of the school, college and professional athletics dept. of Wilson Sporting Goods Co.

Door Prizes

Once again, NIRA exhibitors have provided an outstanding array of valuable awards for door prizes.

To qualify for the door prize drawings, have your "Lucky Door Prize Card," which you received when registering, stamped by each exhibitor. When your card is completely filled, return it to the registration desk in the Ballroom Foyer. Door prize drawings will be held promptly at the start of each General Session, at the luncheons and the Annual Banquet. Remember, if your name is drawn, you must be present to be eligible to win.

ADIRONDACK BATS INC. **Booth 10**
Dolgeville, N. Y. 5281
Adirondack baseball and softball bats. Hal Schumacher, Harvey Daemur, Loyd Nelson
Exhibiting for the 11th time

AMERICAN BOWLING CONGRESS **Booth 30**
1572 E. Capitol Dr., Milwaukee 11, Wis. WO 2-3520
Non-profit membership services organization for male tenpin bowlers. John C. Hilbert
Exhibiting for the 7th time

AMERICAN HANDICRAFTS CO. **Booth 35**
83 W. Van Buren St., Chicago 5, Ill. WA 2-2331
Complete crafts supplies for groups and individuals. Thomas Healy, John Gondek, Ronald Golde
Exhibiting for the 3rd time

AMERICAN JUNIOR BOWLING CONGRESS **Booth 7**
3925 W. 103rd St., Chicago 55, Ill. PR 9-3340
Bowling program and services for boys and girls 18 years of age and under. Homer G. Klene, Charles Hall
Exhibiting for the 6th time

AMERICAN TRAMPOLINE CO. **Booth 33**
Box 368, Jefferson, Iowa 386-3125
Complete line of trampolines. Leo Gordon, Bill Sorenson, Jess Jorgensen, Meredeth Shriver, George Wehmeyer, Delmar Van Horn
Exhibiting for the 1st time

AMERICAN TROPHY & AWARD CO. **Booths 5, 6**
1304 S. Wabash Ave., Chicago 5, Ill. WE 9-3252
Manufacturers and distributors of trophies, plaques and incentive awards for industry. Al Goldberg, Abe Golden
Exhibiting for the 1st time

THE ATHLETIC INSTITUTE **Booth 39**
805 Merchandise Mart, Chicago 54, Ill. WH 4-2680
Visual aids for athletics and recreation. Theodore P. Bank, Robert Kolb, George Herrmann
Exhibiting for the 8th time

AUTOMATIC CANTEEN COMPANY OF AMERICA **Booths 84, 85**
1430 Merchandise Mart Plaza, Chicago 54, Ill. DE 7-5900
Complete food and vending services. R. D. Gremp, Jr., John McDonald, C. J. Ritzen, R. K. Ziegler, M. A. Haas
Exhibiting for the 11th time

AUTOMATIC RETAILERS OF AMERICA, INC. **Booths 53, 54**
2000 W. Fulton St., Chicago 12, Ill. HA 1-0005
Complete coin operated automatic cafeterias for use in industrial, commercial and institutional locations. Sidney S. Rudin, Andrew M. Stein, Don Evenson, Chuck Jonas, Tom Dewees, Tony Faletti
Exhibiting for the 1st time

JEROME H. CARGILL PRODUCING ORGANIZATION, INC. **Booth 63**
140 Fifth Ave., New York 11, N. Y. OR-5-2810
Jerome H. Cargill is the leading producer of amateur musicals in the U. S. Frank A. Lloyd
Exhibiting for the 2nd time

CHAMPION KNITWEAR CO., INC. **Booth 70**
Rochester 7, N. Y. BR 1-2235
Distinctive processed garments for all recreation, picnics and day camps. Joe Carroll, Harold Lipson, Sam Friedland
Exhibiting for the 10th time

CHICAGO COUNCIL, BOY SCOUTS OF AMERICA **Booth 15**
9 W. Washington St., Chicago 2, Ill. ST 2-3990
Exploring—a program mutually beneficial to industry and high school age boys. Donald Knowles, Cy Tribur
Exhibiting for the 2nd time

THE COCA-COLA COMPANY **Booth 3**
Atlanta 1, Ga. TR 5-3411
Sampling ice-cold Coca-Cola to delegates and exhibitors, and exhibiting latest vending equipment. Donald H. Cowan, T. D. Barre, Arnold T. Skeen, Wayne Kindrick
Exhibiting for the 10th time

CONSUMER STANDARD, INC. **Booth 67**
P. O. Box 421, Crystal Lake, Ill. 459-1048
Group vitamin plan, approved fund raising employer-employee mutual benefit health program. Roy Bathrick, Frankie Masters, Phyllis Masters
Exhibiting for the 2nd time

CONTINENTAL VENDING MACHINE CORP. **Booths 76, 77**
956 Brush Hollow Road, Westbury, L. I., N. Y. ED 4-7200
Electronic Cafeteria. Jack Roth, Oscar Mittelman, Bob Veitch
Exhibiting for the 1st time

CONVERSE RUBBER COMPANY **Booth 16**
2000 Mannheim Road, Melrose Park, Ill. FI 5-3440
Complete line of athletic and sporting footwear. Grady Lewis, Bob Pletz, Carl Arnold, John Norlander
Exhibiting for the 6th time

ENCYCLOPAEDIA BRITANNICA **Booth 20**
185 N. Wabash Ave., Chicago 1, Ill.
The new edition of the Encyclopaedia Britannica and its correlated fact finding and technical research services. Ralph M. Hinckley, Charles Cobb, Gregory Grover, George Ray, Doris M. Philp
Exhibiting for the 4th time

THE FLXIBLE COMPANY **Booth 90**
N. Water St., Loudonville, Ohio 994-3408
Self-service coin-operated lockers. Harold A. Smith, Mrs. Harold A. Smith, Donald R. Foster
Exhibiting for the 1st time

HOUSE OF dFRANZ INC. **Booth 75**
8361 N.E. Second Ave., Miami 38, Fla. PL 7-0191
Gifts for employees—executives. Hats, carryall bags, mahogany, Taverneau, Haitian imports. Dave Franz, Harry Mittell, Rollie Massena
Exhibiting for the 3rd time

GAME-TIME, INC. **Booth 13**
Litchfield, Mich. LI 2-2345
The finest in durable, colorful, commercial park and play equipment. Bob Wormser, Herb Jennings, Clive Lukens, L. W. Kaul
Exhibiting for the 3rd time

GENERAL DEVELOPMENT CORP. **Booths 46, 47**
2828 Coral Way, Miami 45, Fla. HI 4-8371
Homesites and homes for retirement, investment or recreation. Peter San Filippo, Chuck McCarthy, Mike Skeffington
Exhibiting for the 2nd time

HANNA MANUFACTURING CO. **Booth 74**
Athens, Ga.
Baseball, Little League, Pony League, Babe Ruth League and softball bats. J. E. Broadnax
Exhibiting for the 11th time

HAPPINESS TRAVEL SERVICE **Booth 52**
6 E. Monroe St., Chicago 3, Ill. ST 2-4900
Outstanding employee vacations, group or individual. Domestic—Happiness Tours; Foreign—Journeys International. Benjamin Getzoff, A. C. Elworthy, Louis A. Grieshop, Francine Gatto
Exhibiting for the 4th time

HARRISON AND ASSOCIATES **Booth 73**
408½ Douglas Ave., Ames, Iowa CE 2-1589 Mpls. WE 5-1765
Recreation site planning consultants. Arthur L. Harrison, Donald G. Brauer
Exhibiting for the 2nd time

HILLERICH & BRADSBY CO. **Booth 40**
434 Finzer St., Louisville 2, Ky. JU 5-5226
Louisville Slugger bats, Power-Bilt golf clubs, Grand Slam golf clubs. Jack McGrath, Roy A. Kaelin
Exhibiting for the 11th time

INTERSTATE VENDING COMPANY **Booths 31, 32**
251 E. Grand Ave., Chicago 11, Ill. WH 3-3535
Leader in Automated Merchandising. Complete vending service. Robert Arnold, Louis Loizzo, Nils Hagstrom, Stanley Kurowski
Exhibiting for the 5th time

EDWIN W. LANE CO. **Booth 18**
32 W. Randolph St., Chicago 1, Ill. ST 2-2317
Fabricators of incentive awards—"If It Is An Award—We Have it." Don Thompson, Bob Remedi, John Erskine
Exhibiting for the 1st time

THE MAC GREGOR COMPANY **Booth 8**
4861 Spring Grove Ave., Cincinnati 32, Ohio KI 1-3464
Athletic equipment. Mike Close, Howard Bruns, Olen Voigt
Exhibiting for the 9th time

MC NAUGHTON LIBRARIES, INC. **Booth 62**
P. O. Box 914, Williamsport, Pa. 322-5373
A low cost recreational reading program for employees and their families. Richard T. Wood
Exhibiting for the 2nd time

THE MEXICO FORGE, INC. **Booth 19**
Mexico, Pa. McAlisterville 97
Engineered park and playground equipment. William T. Kennedy, Jr.
Exhibiting for the 2nd time

MIDWEST FOLDING PRODUCTS SALES CORP. **Booth 45**
Roselle, Ill. LA 9-2000
Portable folding tennis tables, folding banquet tables, risers and platforms. L. D. Speyer, John Young
Exhibiting for the 1st time

MODERN TALKING PICTURE SERVICE, INC. **Booth 87**
3 E. 54th St., New York 22, N. Y. PL 8-2900
Free-loan 16mm. sound films for education and recreation. R. B. Miles, Mick Kincheloe, Jack Lusk
Exhibiting for the 2nd time

NATIONAL ASSN. OF AMUSEMENT PARKS, POOLS & BEACHES **Booth 72**
203 N. Wabash Ave., Chicago 1, Ill. RA 6-1528
Publicizing advantages of using amusement parks for company picnics and outings. John S. Bowman, Mrs. Anne Johnson
Exhibiting for the 10th time

NATIONAL GOLF FOUNDATION, INC. **Booth 39**
804 Merchandise Mart, Chicago 54, Ill. WH 4-3564
Industrial golf league planning aids, instruction and rules books, golf facility plans. Roy Holland, Rex McMorris
Exhibiting for the 6th time

NATIONAL INDUSTRIAL RECREATION ASSOCIATION **Booth 49**
203 N. Wabash Ave., Chicago 1, Ill. AN 3-6696-97
YOUR national association, exclusively serving the recreational needs of business and industry for 20 years.

NATIONAL RIFLE ASSOCIATION **Booth 9**
1600 Rhode Island Ave., N.W., Washington 6, D. C. DI 7-3412
Shooting programs, instruction, range plans, awards and publications. Jack Fauntleroy, Paul B. Cardinal, Frank C. Daniel
Exhibiting for the 7th time

NEW YORK '62 CONFERENCE COMMITTEE **Booth 14**
NIRA's 21st Annual Conference & Exhibit, Commodore Hotel, New York City, June 17-20, 1962. Co-Chm. David F. Chapin; William Pyper, Robert Benn, Kay Colborn

NEW YORK CONVENTION & VISITORS BUREAU **Booth 1**
90 E. 42nd St., New York 17, N. Y. MU 7-1300
New York City promotion and public relations. E. Roddick-Roberts, Charles Gillett
Exhibiting for the 9th time

NEW YORK STATE DEPT. OF COMMERCE **Booth 2**
112 State St., Albany, N. Y.
Vacation lands and attractions of New York State. John W. Cowles
Exhibiting for the 1st time

PENN EMBLEM COMPANY **Booth 86**
2111 Eastburn Ave., Philadelphia 38, Pa. LI 8-3500
Embroidered Emblems. Guy T. Bucco, Adolph J. Callner
Exhibiting for the 1st time

PEPSI-COLA COMPANY **Booth 88**
500 Park Ave., New York 22, N. Y. MU 8-4500
Pepsi-Cola cordially invites all convention delegates to enjoy an ice-cold Pepsi. Peter B. McLaughlin
Exhibiting for the 9th time

RAWLINGS SPORTING GOODS CO. **Booth 4**
2300 Delmar Blvd., St. Louis 66, Mo. CH 1-2900
Complete line of sporting goods. Dean Lee, Mac Lewis, Paul Weise, Dick Morgan
Exhibiting for the 11th time

ROYAL HAWAIIAN FLOWERS **Booth 68**
1313 W. Randolph St., Chicago, Ill. CH 3-5595
Hawaiian flowers for promotions, tropical gifts and novelties. Sidney Pritikin, Edith Pritikin, Robert Baker
Exhibiting for the 5th time

SABENA BELGIAN WORLD AIRLINES **Booth 89**
720 Fifth Ave., 9th Fl., New York 19, N. Y. JU 6-1070
All-expense air travel to Europe, Africa and the Middle East. Karl H. Hollmann, Jan Yones, Josephine J. Mascioli
Exhibiting for the 2nd time

SAUNDERS MFG. & NOVELTY CO. **Booth 34**
708 Frankfort Ave., Cleveland 13, Ohio CH 1-3817
Novelty hats, picnic prizes, imported novelties and Christmas toys. Dave Shanker, Mrs. Dave Shanker, L. J. Saunders, Mrs. L. J. Saunders
Exhibiting for the 11th time

THE SEAMLESS RUBBER COMPANY **Booth 50**
253 Hallock Ave., New Haven 3, Conn. ST 7-2211
Rubber athletic products—Nemrod Underwater Equipment. Buck McNeil, Ducky Pond
Exhibiting for the 2nd time

THE SEVEN-UP COMPANY **Booth 29**
1300 Delmar Blvd., St. Louis 3, Mo. GA 1-0960
Seven-Up in 3 size bottles. Also pre-mix and fountain syrup. Wesley K. Hill, Dan Wangler
Exhibiting for the 6th time

SHAKESPEARE COMPANY **Booth 71**
241 E. Kalamazoo Ave., Kalamazoo, Mich. FI 4-0101
Shakespeare fishing and archery tackle. Everett R. Hames, Dick Wilson
Exhibiting for the 5th time

SICO MANUFACTURING CO., INC. **Booth 27**
5215 Eden Ave. South, Minneapolis 24, Minn. WE 9-4663
"Tuck-Away" folding portable tennis table. Elton T. Jones
Exhibiting for the 4th time

SOUTH BEND TACKLE CO., INC. **Booths 42, 43**
6710 N. Lincoln, Chicago 45, Ill. JU 3-0420
Complete line of fishing tackle products and programs for club recreation. D. J. Schaefer, J. E. Lough, A. Zucker, H. Grosky, S. Fohrman, C. Handler
Exhibiting for the 1st time

A. G. SPALDING & BROS. **Booth 45**
4850 N. Harlem Ave., Chicago 31, Ill. UN 7-8100
Sporting goods manufacturer. Duke Zilber, Chuck Hyatt, Ed Ryndak, Duane Dossett
Exhibiting for the 10th time

SPORTING ARMS & AMMUNITION MFRS. INSTITUTE **Booth 21**
250 E. 43rd St., New York 17, N. Y. MU 6-1814
How to organize shooting recreation programs. Jim Dee, Dick Miller
Exhibiting for the 1st time

S & S ARTS & CRAFTS **Booth 41**
Norwich Ave., Colchester, Conn. LE 7-2325
Outstanding new materials for arts and crafts programs, plus our famous sign-maker. Abraham Slopak, Leon Seserman
Exhibiting for the 2nd time

SWISS MELODY CORP. **Booth 64**
325 W. 16th St., New York, N. Y. WA 4-4888
Manufacturers of Swiss musical stuffed toys, novelties. Irving Pukel
Exhibiting for the 1st time

TANDY LEATHER COMPANY **Booth 36**
182 N. Wabash Ave., Chicago 1, Ill. DE 2-4022
National supplier of tools, leathers, books, patterns, projects, and instructions for leathercraft. Bill Stroyeck, Ken Shukstor, Jim Tilley
Exhibiting for the 4th time

WALDRON & COMPANY, INC. **Booth 69**
1211 Chestnut St., Philadelphia 7, Pa. LO 8-5100
Awards—gifts—prizes, employee purchases. Jim Waldron
Exhibiting for the 10th time

WILSON SPORTING GOODS CO. **Booth 17**
2233 West St., River Grove, Ill. GL 6-6100
Distributors of recreation and athletic equipment through 26 branches located throughout the United States. Ed Reutinger, Gene DaCosse, Leo Levinson
Exhibiting for the 9th time

WITTEK GOLF RANGE SUPPLY COMPANY **Booth 37**
5128 W. North Ave., Chicago 39, Ill. TU 9-2911
Golf practice equipment and supplies. George W. Lynn, John Walsh
Exhibiting for the 2nd time



21st NIRA Conference and Exhibit, June 17-20, 1962

Plan to be in New York City, June 17-20, 1962, for the National Industrial Recreation Association's 21st annual Conference and Exhibit.

HOTEL COMMODORE, just a step from the Fifth Avenue shopping area, theater district and other mid-town attractions, will host the NIRA Conference. Registration fees and room reservations will be basically the same as this year. Start planning your time and budget now so you will be on hand at the only national conference and exhibit on industrial recreation.

It's New York in '62

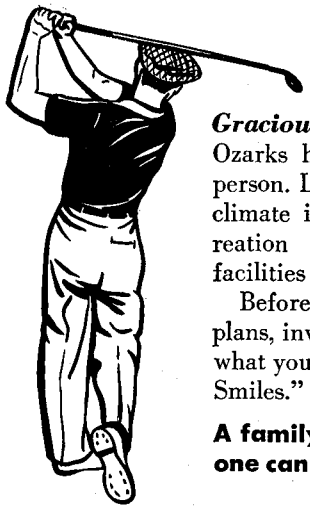
Conference Co-chairmen

Dave Chapin
Equitable Life Assurance Society

Barry Benjamin
Rockefeller Center, Inc.

OZARK Playgrounds Association

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For information *on individual group tours, convention, franchise and dealership meetings, write for free information and the brochures needed by your industry to:*

This two state playground offers nine major vacation lake and mountain resort areas each with a variety of vacation attractions for you to enjoy. Easy to reach on fine surface highways or by public transportation, airlines, buslines or railroads.



the OZARK PLAYGROUNDS ASSOCIATION **204 W. Fourth Street Joplin, Missouri**

Urge cooperation, not "war"

Pony League, BPAA take steps to resolve recent controversies in youth baseball and bowling

Pony & Colt Baseball and the Bowling Proprietors Assn. of America each took unilateral action last month to help settle conflicts with other organizations in their respective sports fields (see June R/M, page 12 "Youth Leagues Strike Out," page 14 "Status Quo on the Bowling Front," and page 54 "Family Feuds or Cooperation?"

Meeting at its 29th annual convention, the BPAA modified its highly controversial tournament eligibility rule which had been the seat of properietor difficulties and eventual lawsuit against the American Bowling Congress.

The effect of the modified rule is substantially the same as it was prior to last year when the trouble-causing provisions were adopted. Now, to be eligible for BPAA national events, bowlers must still confine all their league bowling to BPAA member establishments. However, this rule has again been made optional with regard to local and state tournaments sponsored by BPAA affiliated state and local proprietor associations.

The rule restricting advertised exhibitions to BPAA member houses was eliminated as inoperable. BPAA leadership indicated that this action was expected to result in a resolution of the controversy between BPAA and ABC.

In a similar action, Pony & Colt Baseball dropped its rules which prohibited Pony and Colt players from participating in other organized youth baseball programs. In a reciprocal move, the American Legion baseball program raised its age limit one year to include 18 year old boys, thereby partially eliminating the element of "competition" for players of Colt League age (15-16).



With regard to adverse public reaction to the recent establishment of a "Senior" Little League and a "Junior" Pony League, Pony officials announced they had "no desire to initiate or to participate in a 'boys baseball war.'" The officials urged cooperation, not war between existing boys baseball programs.

The announcement also stated, "Pony & Colt Baseball will make no attempt to dislodge or in any way hamper the operation of existing Little League organizations.



Mexico ... with NI

Kaiser's Bob Tiernan with his wife and four boys enjoys an "absolutely wonderful" expense-paid week in Mexico as his winning prize in NIRA's first employee photo contest

Why give a trip for first prize? Why Mexico?

When plans for the first NIRA Employee Photo Contest were announced last year, the contest committee was ready to answer these questions. But no one asked them.

Now, if anybody is skeptical, the committee will gladly refer him to contest winner Bob Tiernan of Henry J. Kaiser Company, Oakland, Calif., who recently returned from his first prize, expense-paid, week vacation in Mexico.

GLOWING REPORTS

Listening to Tiernan's glowing reports, scanning his countless photos or viewing just a few of the many feet of movie film unavoidably leads to several conclusions:

- That travel is every bit as appealing as the posters make it look. Just as the Tiernan's week in Mexico will live among their fondest memories, travel can be one of the most satisfying and thrilling experiences of a lifetime. This is highly significant to an industrial recreation director.
- That for any hobbyist, whether he's an amateur photographer or a skin diver, an art fancier or a sports car fan, travel to special areas of interest can be doubly rewarding.

Further proof of these convictions is readily apparent in the tremendous interest generated by the first attempt at a nationwide, all-company employee photography contest.

While photography ranks as the number one hobby, no one can doubt that the unexpected high number of entries and the broad coverage given the contest in company house organs was in large measure due to the attractiveness of the first prize.

Limited to employees of NIRA member companies, the contest's two divisions drew almost 500 entries. Since most of the entries were individual company contest winners, the NIRA contest actually represented a far greater number of photos.

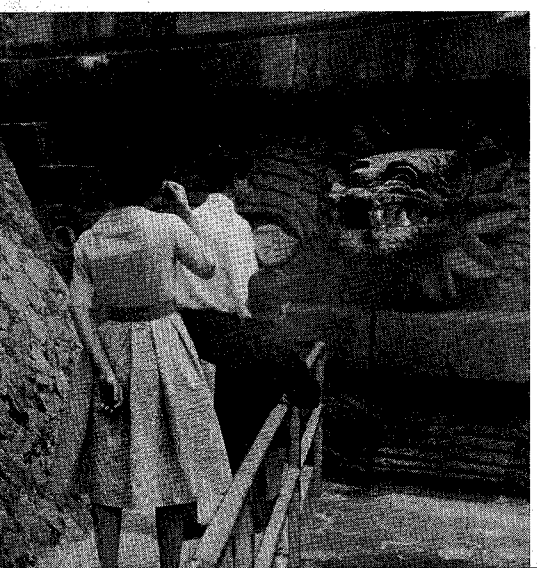
As the Tiernan's will testify, the trip justified all the interest and enthusiasm it created.

Donated, planned and operated by Happiness Travel Service, the first prize was billed as a week for two with all expenses paid including air transportation to and from Mexico City, meals, lodging, tips and sightseeing.

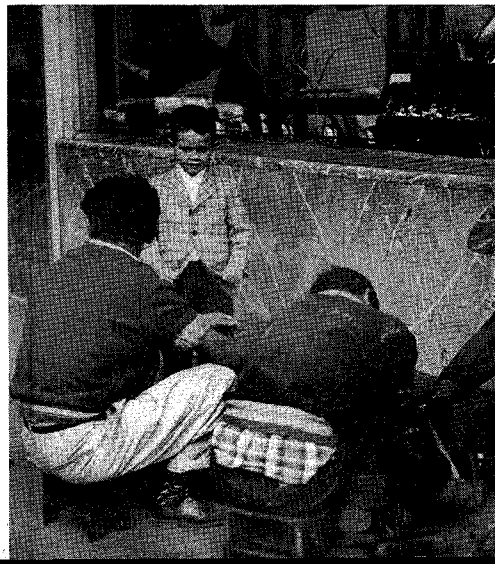
TAKE THE WHOLE FAMILY

Informed that he was the contest winner, Tiernan and his wife Marilyn immediately began planning their vacation. But, with four small boys to leave at home, efforts to find a babysitter were stymied. It looked like Marilyn couldn't go.

Candid views by NIRA's camera champ are only a small sample of the many rolls and reels of film exposed by Bob Tiernan during his first prize Mexico vacation. (From the left) Visiting the ***Pyramids of Teotihuacan***, Mrs. Tiernan is confronted by a prehistoric monster sculptered by a highly cultured people before the time of the Aztecs. Mexico City's world famous ***Museum of Fine Arts*** provides an im-









Six strong, the entire Tiernan family were guests of Happiness Travel Service on the camera contest prize Mexican holiday: (back row, l-r) Marilyn; Bart, age 3; Robert; (front) Mark, 7; Robby, 5½; Scotty, 4.

A's photo contest winner

To solve the problem, Stuart Rotchford, president of Happiness Travel Service, offered to take the whole family. Mark, 7; Robby, 5½; Scotty, 4; and Bart, 3; aren't exactly President Kennedy's idea of the Peace Corps, but as it turned out, they can't be beat as good will emissaries with hotel chambermaids, diningroom waiters and bellhops.

DOES IT WORK OUT?

With the children along, the trip took on added interest for its NIRA sponsors. Here was a chance to study at first hand the possibilities and feasibility of young family vacations in foreign nations. How does a tour operator accommodate such a group to everyone's satisfaction?

For the Tiernan's it boiled down to having their cake and eating it too. The boys were included in most daytime activities including sightseeing throughout Mexico City, the unforgettable boat ride through the flowering gardens of Xochimilco and the overnight trip through the mountains to Cuernavaca and Taxco. The tour was thereby enhanced, giving the Tiernan's that feeling of deep parental satisfaction in watching their children enjoy an experience of a lifetime.

In the evening, the boys were usually fed early at the hotel and put to bed under the care of the chambermaid. Then Bob and Marilyn would go out alone to dine, dance and be entertained in luxury at Mexico City's world famous restaurants and night clubs.

On the afternoon of the bullfights, the boys were left in the care of the wife of one of the guides. She took them to popular Chapultepec Park where they talked and played with Mexican children. "This," says Tiernan, "seemed to be one of the high points of their trip."

For himself and other photo fans, Tiernan feels that, "Mexico City by itself is an outstanding subject for any camera bug. Mexico City is a city of extreme contrasts that in fact are side by side with each other; the city is exotic with beautiful and imaginative, modern structures, but adjacent to extreme poverty."

Tiernan, a onetime riveter, then tax attorney, now counsel for Henry J. Kaiser Company, also rates Taxco, an ancient silver mining town, as a "marvelous camera attraction."

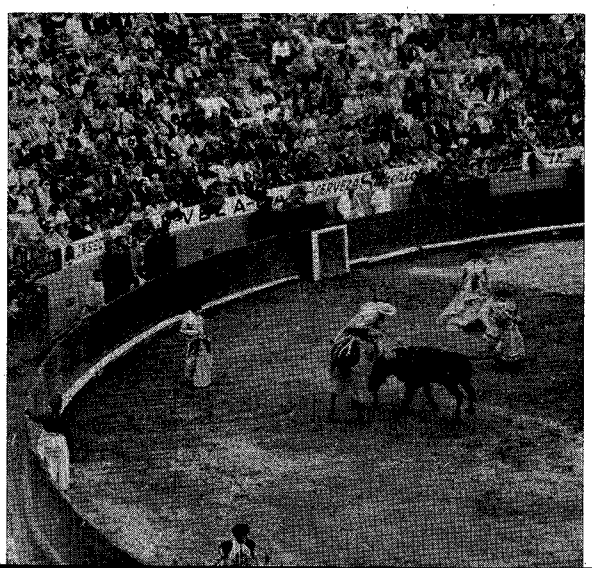
LAVISH ACCOMMODATIONS

Regarding services and facilities available to Mexico tourists, Tiernan reports, "We . . . were accommodated handsomely and in some cases lavishly every place we went. Each morning a guide would meet us in a sedan and accompany us to the points of interest to be visited during the day. The guides were different each day, but all were intelligent , courteous and very accommodating."

From the jet flight to Mexico City to the farewell fanfare at the hotel upon their departure for home, the Tiernan's rate their Mexico holiday as "absolutely wonderful."

pressive background for a charming family. At Mexican prices, a tourist can afford many extra luxuries, including a ***family shoeshine.*** One bull tossed a matador, but no one was busier than Bob Tiernan with his movie camera during the afternoon at the ***bull fights.*** Trying to read spanish magazines was good for laughs in the ***plane ride home.***







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says Bob Tiernan, NIRA's Employee Photo Contest winner and guest of Happiness Tours on his prize winning expense-paid week in Mexico.

"The Happiness Tour people have procedures and techniques that are extremely attractive to tourists. They get immediate, individual and very personal attention from the guides who conduct them around the city. I know this was the case not only with my family, but with others also. There were many tourists down there on tours of Happiness, and they were all treated as we were—very wonderfully."

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ATTENTION CAMERA CLUBS

ENTRIES OPEN IN NIRA PHOTO CONTEST

Week vacation in New York other valuable prizes await the winners of NIRA's second annual employee photo contest

One week vacation for two in New York City awaits the winner of the second annual Employee Photo Contest sponsored by the National Industrial Recreation Association.

Photos taken any time during the calendar year of 1961 by an amateur photographer and his family who is employed by a NIRA member company are eligible for the contest.

Each contestant may submit as many entries as he desires in either or both contest classifications: Open and Recreation.

The Open Division places no restrictions on photo subjects. Photos entered in the Recreation Division must have been taken of some phase of the employee's company recreation program.

The New York City vacation will be awarded to the winner of the Open Division and includes expenses for air transportation to and from the air terminal nearest the winner's home, and covers meals, lodging and sightseeing in New York City.

Highlights of the New York tour include dining in city's most famous restaurants, tour of night clubs, tickets to the theater and a ball game, and visits to the United Nations, Empire State building, New York Stock Exchange and other points of interest.

The winner of the Recreation Division will receive $25. value in his choice of photo supplies, equipment or accessories as well as having his winning photo appear on the cover of the March 1962 issue of R/M.

The complete, official contest rules, printed below, provide all the details on entering.

ELIGIBILITY
This contest is open to any amateur photographer who is employed by a NIRA company or branch member and to amateur photographers in his immediate family.

DURATION OF CONTEST
This contest is open for the calendar year of 1961. Entries may be submitted any time prior to midnight, Dec. 31, 1961.

TYPES OF PHOTOS
Black-and-white photos only are acceptable. No print or enlargement more than 10" in its longest dimension is acceptable. Developing and printing may be done by a photofinisher or by the entrant. No artwork or retouching is permitted on the prints or negatives entered in this contest.

CLASSES OF ENTRY
Open Division: No restriction on photo subject.

Recreation Division: Photos taken of some phase of the recreation program conducted by the contestant's company. May include action shots of sports events, photos of social and cultural activities, or pictures of recreation facilities, displays, etc.

ENTRIES
Number: Entrants may submit as many photos as desired at any time during the contest's duration, but no one will be eligible for more than one prize.

Entry Form: No formal entry form as such is required. Merely print on the back of each photo the entrant's name, address, name of company and its recreation director. State whether the photo is to be entered in the Open or Recreation Division and include a short description or title identifying the subject.

Entry Fee: A $1. entry must accompany each photo entered in the contest to help defray promotion and administrative expenses. Make checks payable to the National Industrial Recreation Association.

Submission: Mail entries to the National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.

OWNERSHIP
All entries will become the property of NIRA unless a stamped, self-addressed envelope accompanies the entry. Do not send negatives.

PRIZES
Open Division: One week, expense-paid trip for two to New York City including air transportation, meals, lodging and sightseeing.

Second through fifth place winners will receive their choice of the latest in camera equipment, film or accessories.

As a special prize, members of the winner's camera club are eligible to join him on the New York City tour at special rates.

Recreation Division: Winning photo will appear on the cover of the March 1962 issue of RECREATION MANAGEMENT. Additional prize: $25. value in winner's choice of photo equipment, supplies or accessories.

Second through fifth place winners will receive their choice of camera equipment, supplies or accessories.

As a special prize, the winner's camera club will be awarded its choice of darkroom equipment.

All winners will be announced in the March 1961 issue of R/M.

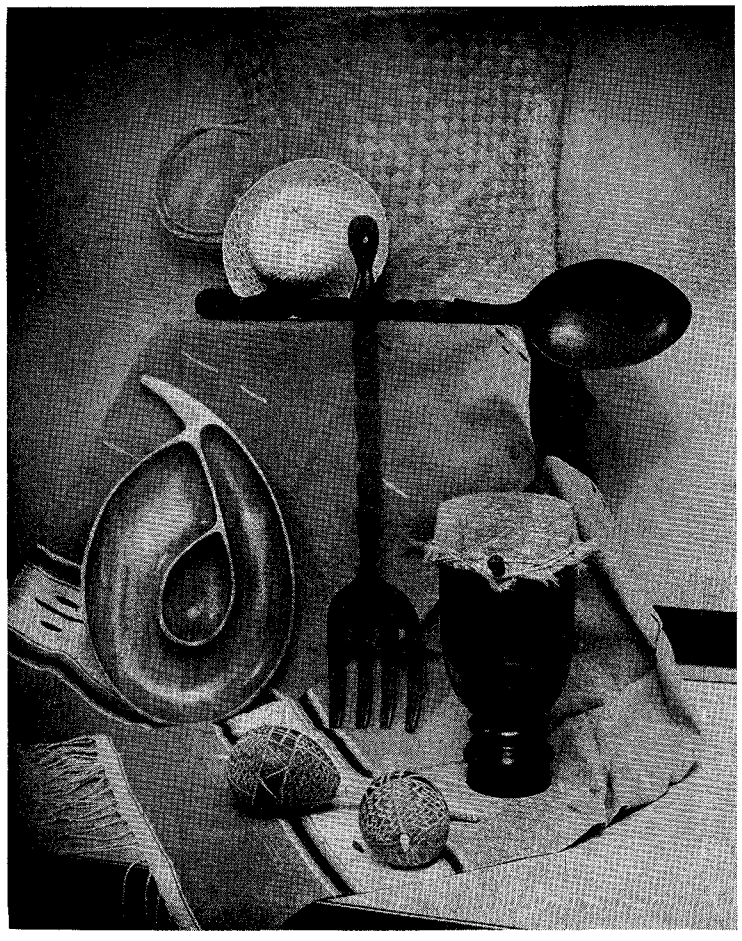
Choke that crooked gun

Don't come unglued over shooting jargon. This quick lesson helps to translate the vernacular

Every special interest activity develops a language all its own. But the shooting sports especially have built up a rich, almost limitless vernacular.

Even the old-timers are often confused by the many terms, and a pistol fan may be at a complete loss on a trap field. Since it is very important for a recreation director to "speak the language," the following glossary of trap and skeet shooting terms has been condensed from Dick Miller's column "Pull" which appears monthly in *Guns* magazine.

Choke: constriction in the end of a shotgun muzzle designed to hold a mass of shot together until it reaches a target.
Full choke: a barrel constriction designed to give best results at distances of 45 to 55 yards.
Modified choke: the same, for distances of 35 to 45 yards.
Crooked gun: a gun with more than usual drop in the stock.
Straight gun: a gun with little drop in the stock.
Drop: the distance between a line drawn parallel with top of gun barrel and the "heel" or "comb" of a gunstock.
Heel: the top edge of the butt (rear) end of a gunstock.
Comb: that portion of a gunstock nearest the face.
Come unglued: have a bad day shooting.
Doubles-trap: a trapshooting game in which two targets are released instead of one, with shooters standing at 16 yards.
Long run: a string of targets not broken by a missed shot.
Doubles-skeet: shots at two targets which are released simultaneously, one from each end of the field, high house and low house.
Traphouse: the shelter for a mechanical throwing device which throws clay targets (sometimes called birds or pigeons) into the air.
High house: the traphouse at the left edge of a skeet field (post 1) from where targets emerge at a point 10 feet above ground.
Low house: the traphouse at the right edge of a skeet field (post 7), where targets are released 3½ feet above ground.
16-yard: an event or division of trapshooting in which all contestants shoot from a point 16 yards behind the forward edge of the traphouse. All targets go away from the shooter.
Handicap: a trapshooting game in which shooters are assigned or earn shooting distances behind the traphouse, varying from 17 to 27 yards, in official competition. Handicapping is a device to equalize shooting ability. A beginner may shoot from 18 yards, while a more proficient shooter would be at a greater distance, up to 27 yards.
Four-gun event: a skeet tournament in which contests are offered in each of four gauge classifications: all guage (12 gauge or shooter's choice), 20 gauge, small gauge (28 gauge or three-inch .410 shells), and subsmall (2½ inch .410 bore guns and shells).
Toe: the bottom edge of the rear end of a gunstock.
Drop a target: miss a shot.
Pull: a word used by a skeet or trap shooter to ask an attendant (called "puller") to release a target or targets. Also, as "length of pull," the distance from center of butt plate to middle of trigger.
Hand-trap: device for throwing clay targets by hand, rather than using a spring-operated or mechanical device.
Outgoer: shot in skeet taken at a target going away from the shooter.
Incomer: a shot in skeet taken at a target coming toward the shooter.
Cover a bird: to so aim as to seem to cover the target with the muzzle, usually done to compensate for the "climb" of the target.



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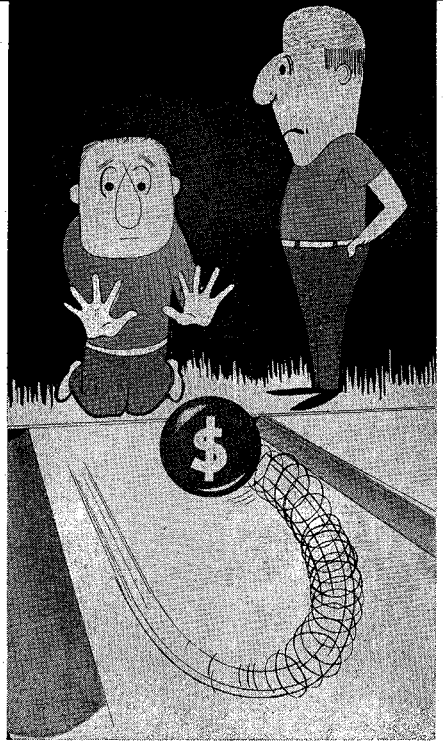
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Will prize funds BOOMERANG?

Don't let the growing cost of prize funds, beer frames and side bets make bowling a rich man's sport

Prize funds are supposed to add interest to bowling. They sure do—usually 50% to 200% interest on the money the average league bowler pays out in line fees.

Of course, this isn't the way most bowlers look at it, but it amounts to the same thing: with today's tendency toward richer prize funds, people pay twice, sometimes three and four-times, as much as necessary to go bowling.

That's fine for those who can afford it, but how many people can, week after week, season after season? How many people who used to bowl in two or three leagues now roll in only one? How many people have quit league bowling entirely?

This is exactly what the bowling proprietors would like to know, but the problem should also be of primary concern to industrial recreation officials.

Discussing the situation in a recent issue of the *Bowling Properietor* magazine, Ace Mitchell, long-time Akron, Ohio, bowling proprietor, now retired, stated, "I know of a couple here in Akron that bowling's driving into the poor house.

20% OF FAMILY INCOME

"He bowls in three leagues, his wife in two. They estimate their weekly bowling cost at $25. The family's weekly income is $125. That's 20% of his salary, and they are raising a couple of children too.

"Let's analyze this $25 a little more. The cost of bowling is $7.50 for 15 lines. The rest goes for prize money, drink frames and the like."

This is where the trouble comes. Mitchell's friends are spending $17.50 a week for frills, and because of it, they will be forced to give up the amount of bowling they apparently enjoy so much.

"Let's take another instance, this one not so severe," Mitchell suggested. Say a man and wife bowl in a league. Each one of them pays $1.50 for bowling and $1 each for prize money, making a total of $175 for 35 weeks.

"Add to this, kitty money for misses and drink frames. The cost comes to $225. If they are on the winning team, they may get a return of $100. If they end up on the bottom, they probably will receive between $15 and $30 each. Subtract these figures from $225, and it makes the cost of bowling up to $195 for one season, and this doesn't include practice games."

DRIVE AWAY REGULARS

This is a typical example, but a good one to remember the next time an employee complains about the high cost of "bowling." Intended to attract new bowlers to your leagues, rich prize funds can boomerang and drive regular participants away.

But this isn't the only side of the problem. The rising cost of bowling fringes is also chasing away many team sponsors. While this situation does not appear serious in industrial leagues, it has become acute in other areas.

The bowlers expect their sponsors to kick more money into the bigger prize funds, to put on better banquets, to provide fancier shirts, etc. Finally, the sponsor decides the good will and publicity just aren't worth the money involved.

All of which would lead a cynical observer to wonder if the proprietors wouldn't be better off to rip out the pinsetters and install roulette wheels and dice tables. If these people really enjoy bowling, why don't they spend their prize money in line fees and bowl more often?

SPOIL THE FUN

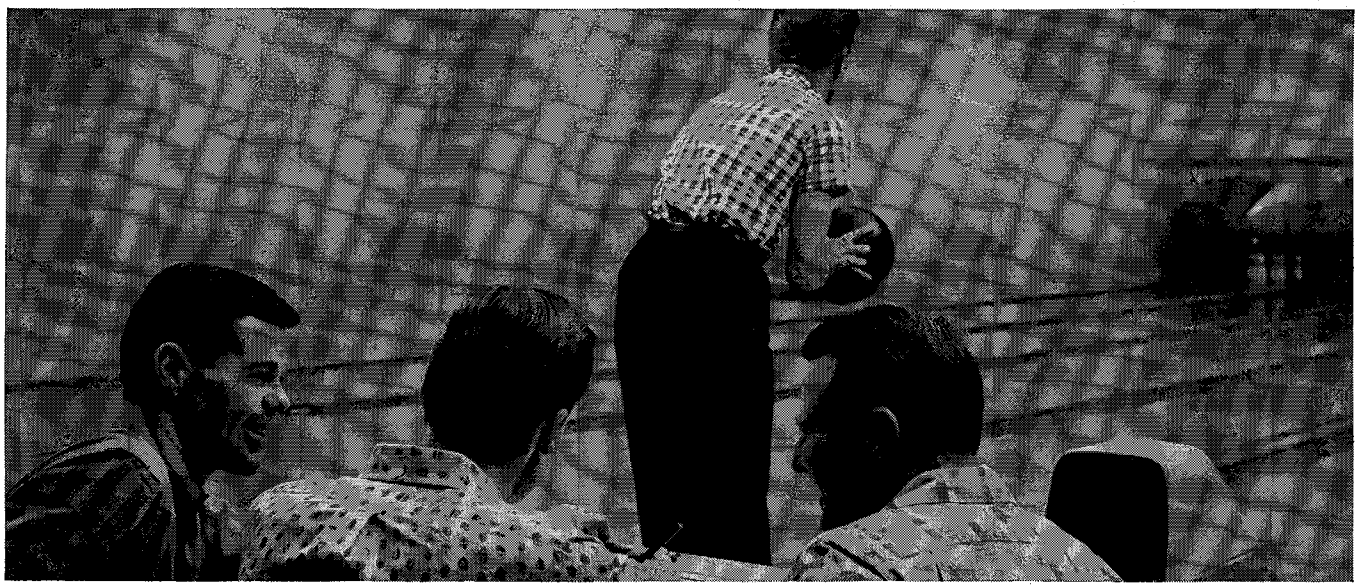
If they are attracted by the game's socialibity, they should understand that excessive prize funds and side bets can ruin the friendliness and spoil the fun in bowling.

Mitchell and many others like him feel that the average bowling league should only give trophies as prizes. Experience has proved that 25¢ to 50¢ per week provides completely adequate funds for trophies and a banquet; often there is enough left over for modest cash prizes.

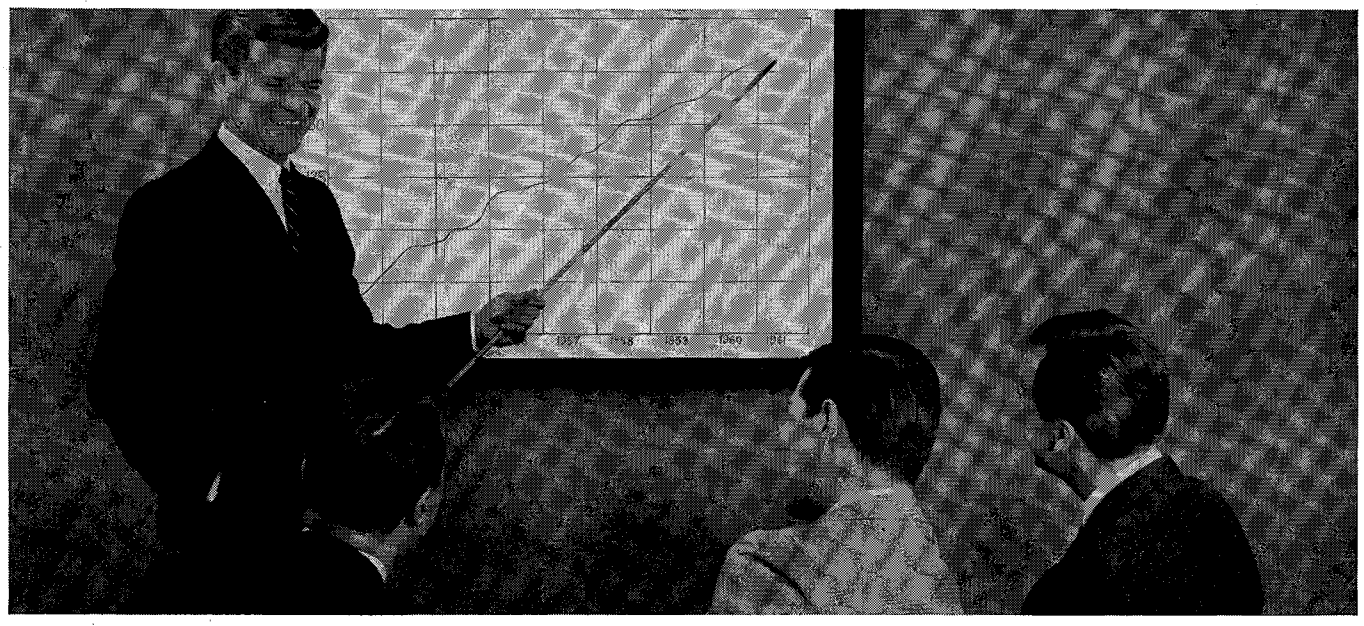
The system has worked very successfully in many industrial leagues. By providing $2 bowling, an industrial recreation director is performing a valuable service.

Controlling side bets and drink frames is more of a problem and requires everyone's cooperation from the recreation director, league secretary, team captain and individual bowler. But it can be done.

With the bowlers' understanding, some industrial leagues have successfully limited beer frames to one a night and have virtually eliminated side bets.



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- Sure-fire popularity. Bowling is today's most popular participation sport.
- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMF extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
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A garden club "must"

Show off those green thumbs

One out of two employees takes to the hoe and trowel. Cultivate this hobby with a garden show and watch interest blossom all year

More than 30 million skilled workers, office employees, business and professional men and women are tending flower and vegetable gardens this summer.

That means almost half of the nation's total labor force is now composed of backyard Burbanks. More significantly, it means that gardening ranks as one of the five top adult hobby interests throughout the U. S. and Canada—and probably in your company as well.

SUCCESSFUL CLUBS

Of this there can be little doubt judging from the resounding success of employee garden clubs at such diverse locations as British Columbia Electric Co., Ltd., Vancouver, B. C.; Olin Mathieson Chemical Corp. in Pisgah Forest, N. C.; to Union Carbide Chemicals Corp. in Texas City, Texas; and Diamond Alkalai Co. in Fairport Harbor, Ohio; to name only a few from a long and growing list.

The self-styled he-man who views the hobby with disdain is usually ignorant of gardening's many benefits and incentives:

- Good landscaping and attractive gardens add to property values as well as pleasures of day-to-day living.
- Tangible results in the form of beautiful flowers or succulent vegetables provide personal pride of accomplishment and relief from daily routine.
- It can be as cheap or as expensive, as simple or as scientific as the hobbyist desires.
- Gardening is usually a family activity and often a community activity.
- Gardening provides an outlet for man's desire to compete on a basis which benefits everyone.

START WITH A SHOW

In addition to these and other interests, almost all successful employee garden clubs have another point in common: they either got started as a result of a garden show, or now build their year-long programs around this all-important event.

"The show is a must for any club," emphasizes James Farrell, a leader of the Delco Rose Club, Delco Appliance Div., GMC, in Rochester, N. Y. "For only through the individual cooperation of the members in building the show do you get the unity necessary for continued success. So, big or small, have



Flower arrangements provide interesting competition plus an opportunity to conduct special classes such as this one attended by an AT&T employee in New York City.

Sample garden show rules—you take it from here

For a better idea of the scope and operation of a garden show, R/M reprints below the judging rules and classes for the extensive annual show sponsored by the Industrial Management Council of Rochester, N. Y. Most company shows will have broader and fewer entry classes, but these rules give an excellent example of a garden show's many possibilities.

General Directions: Exhibitors shall bring their entries from 8—10:30 a.m. In fairness to all, entries cannot be accepted after that time. Each exhibitor is limited to one entry in each class. All entries in Divisions A, B and D are to be displayed on paper plates provided by the committee. Containers will also be furnished for entries in Divisions E and G. As noted, exhibitors desiring to furnish their own containers for large bouquets may do so.

Entries will be judged beginning at 11 a.m. and will be on display from 1—6 p.m. Major awards will be distributed at 5 p.m. The committee will not be responsible for entries not called for by show closing time, but exhibits must not be removed before then.

Exhibitors must be employed by an IMC company or be a member of a family of one so employed. There is no entry or admission charge.

Prizes: 1st prize blue ribbon, 2nd prize red ribbon, 3rd prize yellow ribbon, 4th prize white ribbon. Awarding of ribbons at discretion of judges. Their decisions are final.

The Joseph Harris Trophy will be given for the best vegetable of the show.
The Hart & Vick Trophy for best flower (other than rose) of the show.
The Jackson & Perkins Trophy for best floribunda rose of the show.
The Industrial Rose Society Trophy for the best hybrid tea rose of the show.

Division A: Vegetables. Freedom of specimen from blemish, care in harvesting, washing and preparing for display. Uniformity of size, shape, color and trueness to type. Correct variety name on each entry is desirable and can add to the score. All root or bulb crops should have tops trimmed to within one inch of root or bulb. All leaf or heading vegetables should be trimmed as when shown on market. Entries must have been grown by exhibitor.

Class 1. Beans, flat yellow, 10 pods
2. Beans, round yellow, 10 pods
3. Beans, flat green, 10 pods
4. Beans, round green, 10 pods
5. Beans, large seeded lima, 6 pods
6. Beets, 3
7. Cabbage, green, 1 head
8. Carrots, Nantes, 5 roots
9. Carrots, Chantenay, 5 roots
10. Carrots, Emperator, 5 roots
11. Celery, green, 1 head
12. Corn, yellow, 5 ears

a show!" With that point settled, the most important question remaining is "how big, or how small?" This leads directly to deliberations over the number and type of entry classifications to be included in the show.

Printed below are the contest rules, judging points and entry classes for the annual show sponsored by the Sports and Recreation committee of the Rochester, N. Y., Industrial Management Council. Probably the largest of all employee garden shows, the Rochester event serves as an excellent example of the almost limitless possibilities in staging a garden show.

While no two shows are alike, most employee contests will have fewer classes and these will cover several varieties of the same species. Many shows have as few as 20-25 classes, while the average number for an established show in a NIRA-member company runs from 40-60.

Despite its thoroughness, even the Rochester show doesn't cover all the bases. Other possibilities include a special classification for employees' children or a novice class for those who have not won prizes in previous shows.

Other popular classes include house plants, corsages and table settings. The show, of course, does not have to include both vegetable and flowers, or for that matter it may be restricted to one species (there are more than 6,000 varieties of roses).

Several clubs have experimented successfully with "theme" shows. Diamond Alkalai, for example, held a special artistic class for floral arrangements, including the container, that were representative of foreign nations. Nationwide Insurance, Columbus, Ohio, had a similar contest in which the entries depicted the various states in Nationwide's operating territory.



Judges (top), like these hard workers at a Delco Rose Society show in Rochester, N. Y., should be allowed two full hours to perform their serious task. ***The winner*** (below), a Delco tool room clerk, displays her prize blooms to an admirer.



MANY VARIATIONS

Instead of bringing the flowers to the show, some company's reverse the procedure and take spectators on a tour of club members' gardens.

The best time of year to conduct a combined show which displays many types of flowers and vegetables is during the first two weeks of September. Otherwise, show dates depend on the season. June, for example, is the traditional time for a rose show. But for those companies which have yet to sponsor activities in this area of widespread employee interest, the best time to start planning is now.

13. Cucumber, 3
14. Muskmelon, 1 fruit
15. Onions, yellow globe, 4 bulbs
16. Onions, flat yellow, 4 bulbs
17. Peppers, 3 fruits
18. Pickles, 6 fruits
19. Potatoes, white, 5 tubers
20. Pumpkin, pie, 1 fruit
21. Squash, acron, 1 fruit
22. Squash, butternut, 1 fruit
23. Squash, summer, 1 fruit
24. Squash, winter, 1 fruit
25. Tomatoes, red, 4 fruits
26. Tomatoes, yellow, 4 fruits

Division B: Jumbo Vegetables. Single specimen, judged on size only, any variety.

Class 27. 1 largest beet
28. 1 largest cabbage
29. 1 largest carrot
30. 1 largest cucumber
31. 1 largest muskmelon
32. 1 largest onion
33. 1 largest pepper
34. 1 largest potato
35. 1 largest pumpkin
36. 1 largest squash
37. 1 largest tomato
37A. Any vegetable not listed above.

Division C: Collections of Vegetables.

Class 38. Display collection in standard 8 qt. market basket provided by exhibitor. Quantities of vegetables should conform to quantities listed in Division A. To be judged on uniformity, size and quality of specimens.

Class 39. Decorative display. Without restrictions, to be judged on arrangement and appearance. Let your imagination work on this one.

Division D. Vegetable Freaks.

Class 40. Vegetable freaks, any variety.

Division E: Flowers, Single Varieties. Trueness to type and color; size and quality of blooms. Proportionate length of stems. Freedom of foliage from insect and fungus damage and spray or dust residue. Correct variety name on each entry is desirable and can add to the score. Make sure you have exact number of flowers asked for. Can be any color or mixture of colors unless otherwise stated. Roses may be a blend of the color.

Class 41. Asters, 6 blooms
42. Azalea—Mums, 6 stalks
43. Bachelor buttons, 12 blooms
44. Calendulas, 6 blooms
45. Chrysanthemums, 6 blooms
46. Cosmos, one spray
47. Dahlias, pompom (flowers 2" diam.) 1 spray
48. Dahlias, medium (flowers 2" to 4" diam.) 6 blooms
49. Dahlias, cactus, 1 bloom
50. Dahlias, giant, 1 bloom
51. Gladiolus, giant, 1 spike
52. Gladiolus, medium, 1 spike
53. Gladiolus, miniature, 1 spike
54. Marigolds, giant, 4 blooms
55. Marigold, dwarf single, 6 blooms
56. Marigold, dwarf double, 6 blooms
57. Petunias, single, 3 sprays
58. Petunias, double, 3 sprays
59. Snapdragons, 6 stalks
60. Zinnias, giant, 6 blooms
61. Zinnias, medium, 6 blooms
62. Zinnias, pompom, 8 blooms
63. Rose, hybrid tea, 1 bloom, white
64. Rose, hybrid tea, 1 bloom, pink
65. Rose, hybrid tea, 1 bloom, red
66. Rose, hybrid tea, 1 bloom, orange
67. Rose, hybrid tea, 1 bloom, Peace
68. Rose, hybrid, tea, 1 bloom, yellow or yellow blend other than Peace
69. Rose, hybrid tea, 1 bud, white
70. Rose, hybrid tea, 1 bud, pink
71. Rose, hybrid, tea, 1 bud, red
72. Rose, hybrid tea, 1 bud, yellow
73. Rose, floribunda, 1 spray, white
74. Rose, floribunda, 1 spray, pink
75. Rose, floribunda, 1 spray, red
76. Rose, floribunda, 1 spray, yellow
77. Rose, gradiflora, 1 spray
78. Rose, climber, 1 cane
79. Rose, 1 vase, 5 hybrid tea blooms, 2 or more varieties.
80. Rose, 1 vase, 3 sprays, floribundas, 2 or more varieties
81. Open—any flower not listed above

Division F. Flower Arrangements.

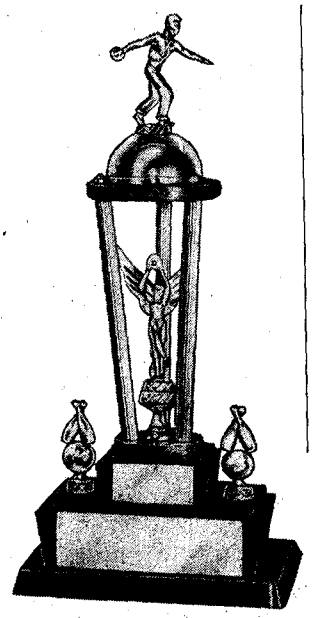
Class 82. Size and quality of individual blooms; arrangement and appearance of both flowers and container.

Division G. Bouquets. Mixed or one variety.

Class 83. Number of varieties; size and quality of individual blooms; to be judged from all sides.

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RM INDUSTRY ITEMS

Travel Trends

While the general trend in travel is still very much on the upswing, 1961 vacation plans have revealed a definite switch from the pattern set in previous years.

Reporting on "Where Vacation Money Is Going" in its June 17 issue, Business Week estimated that 1961 vacationers will spend $21.2 billion, up from last year's total of $20.4 billion.

However, far more people this year have restricted their vacations to automobile trips to areas in and around their home states. In lieu of this trend, Business Week does not expect 1961 European travel to exceed the peak it achieved last year when 800,000 people went abroad.

A much greater contrast is indicated by a survey taken by the National Industrial Conference Board. The Board expects European and other foreign travel to drop by more than 40% under 1960 levels.

Main reason given for the unexpected downturn is that Europe offers few attractions this year compared to the 1960 Olympics, Passion Play and Eucharistic Congress. Others feel that unsettled world conditions have been a factor.

Calorie Burners

Swimming, reports the National Swimming Pool Institute, is one of the best sports for calorie conscious employees. A 10-minute dip will burn up 96 calories (9.65 per minute) or the equivalent of one glass of beer.

Other good calorie burners: Football, 8.02 calories per minute; squash and boxing, 7.72; basketball, 6.86; and bowling, 6.47.

Walking up stairs burns the most, however, with 15.92 per minute, but who enjoys it.

Create Recreation Division

Establishment of a new Industrial Recreation Division of Penn Emblem Co., has been announced by Frank Blumenthal, president of Penn Emblem Co., 2111 Eastburn Ave., Philadelphia, Pa.

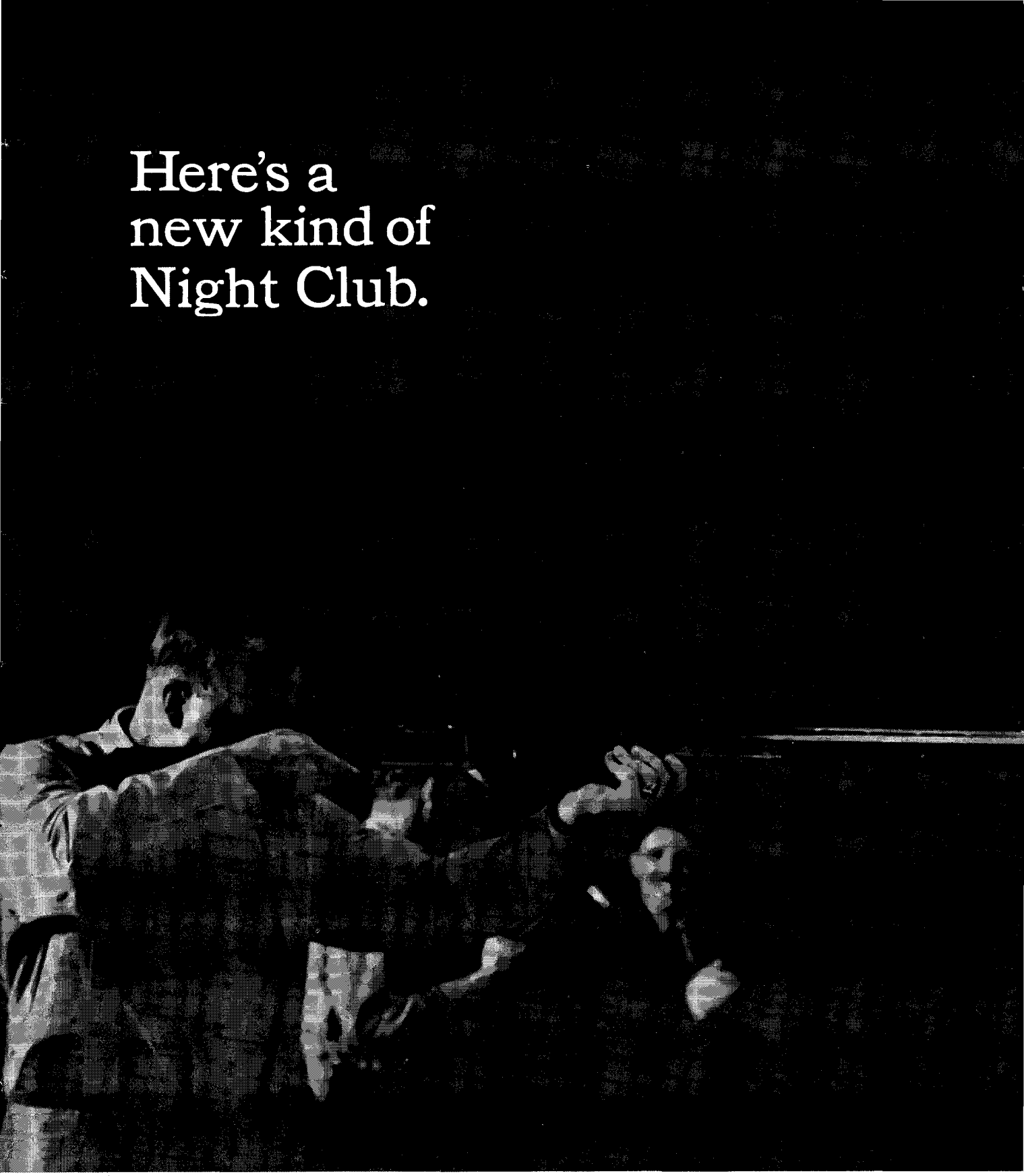
The function of the new division will be two-fold. First, it will serve as a creative department to design attractive and effective emblems utilizing the companies' trade marks with specific modifications to various team uniforms.

Second, it will serve as advisor to industrial recreation managers suggesting uses and applications of emblems as a means to promote the goals of recreation programs.

Blumenthal noted that his customers have utilized emblems for many purposes in addition to uniform identification. Specially designed emblems have been presented for achievement awards at year-end banquets. Father-son teams have been formed with the youngsters wearing junior-size emblems.

Emblems have been devised for company team members to wear on personal sports clothing to boast their membership on a particular team, "Our Industrial Recreation Advisory Board will develop programs like these tailored to suit individual company requirements," Blumenthal commented.

Here's a new kind of Night Club.



With the great growth of industrial employee shooting facilities, has come a new idea: *night skeet and trap shooting!*

Night shooting affords your employees greater available shooting time – time that will help the facility quickly pay for itself.

Another advantage is greater utility of space.

You can shoot at night in your parking lot for example – or in another area that may be otherwise unsuitable for daylight skeet and trap.

Sound interesting? Then write to Winchester-Western Division, Olin, New Haven 4, Connecticut for complete information on Western trap and skeet equipment, and details on lighting.

For program ideas, team set-ups and promotional material, contact Mr. Jim Dee, Sportsman's Service Bureau, 250 E. 43rd St., N.Y. 17, N.Y.

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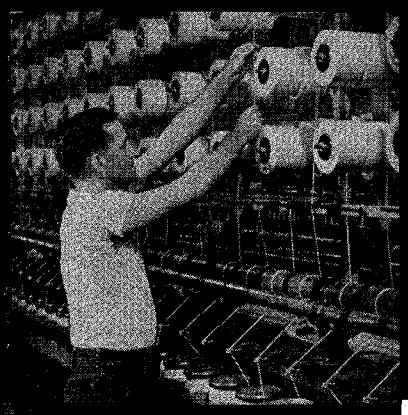
If you would like more information on how to organize bowling league activities for your company, write the Brunswick Corporation, Box A, Recreation Department, 623 South Wabash Avenue, Chicago 5, Illinois.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



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NIRA President 1961-62

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West Point, Ga.

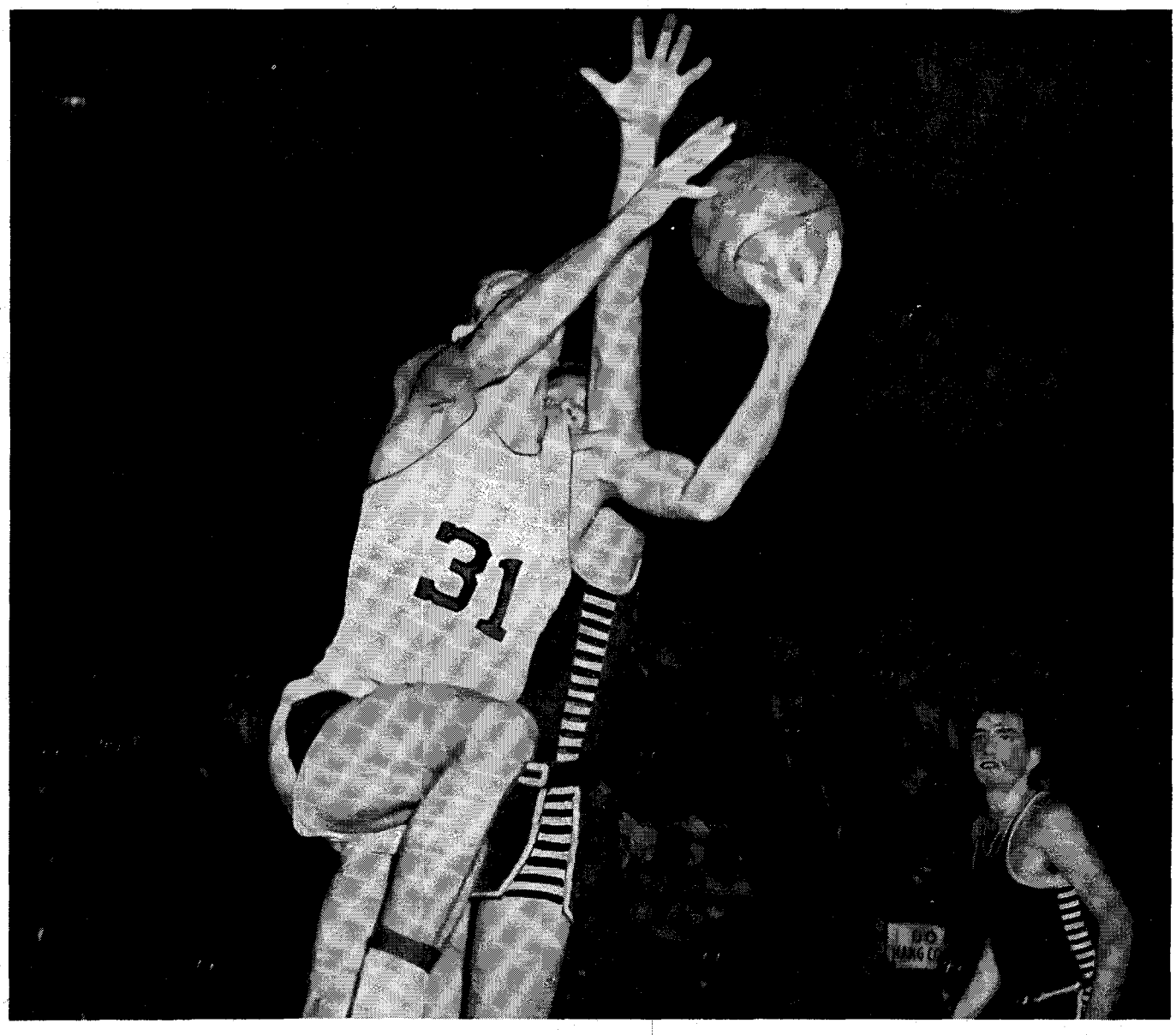












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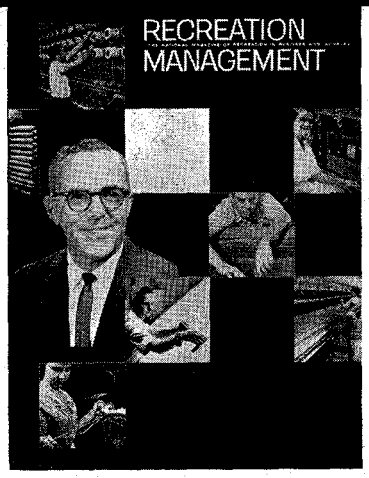
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Industrial Recreation Sickness

Just as the song says, "You gotta accentuate the positive." But in order to "eliminate the negative," it is equally wise to look beyond your achievements and turn an unmerciful spotlight on your failures and mistakes.

Prescribing a periodical "program check-up," the late Edward B. DeGroote, while serving as NIRA president in 1946, cautioned his colleagues to overcome the human inclination "to see only the good in our programs and gloss over the bad features."

Speaking at an industrial recreation clinic 15 years ago, DeGroote enummerated some of the "Evils in Industrial Recreation." Then, as now, these problem areas were widely recognized. But today, as 15 years ago, they can creep back unnoticed in even the best recreation programs.

As a reminder of the recreation illnesses to search out in a sincere program diagnosis, DeGroote's timeless remarks are summarized below.

. . . do you have any symptoms?

Airing faults and weaknesses of a person's performance with regard to his life's work is not a good way to win friends and influence people. However, I feel that the things I am about to say can be of benefit to the program of industrial recreation and to the men and women who are its leaders. Just saying them and facing the mistakes we have made is of value.

The whole program, of course, stems from the leadership itself, which is a direct indication that we must begin by taking stock of ourselves. To do this, we can't dwell on our successes, but must turn a harshly critical eye on our failures; we must know if we are in step and keeping abreast of the times.

Are we taking full advantage of our powers? Are we slipping and floating with the tide? Are we complacent and feel that ours is the best and only program?

Are we willing to sell ourselves short by permitting programs to develop, often under their own power, knowing they are detrimental to our overall program? These questions are only a start in analyzing ourselves.

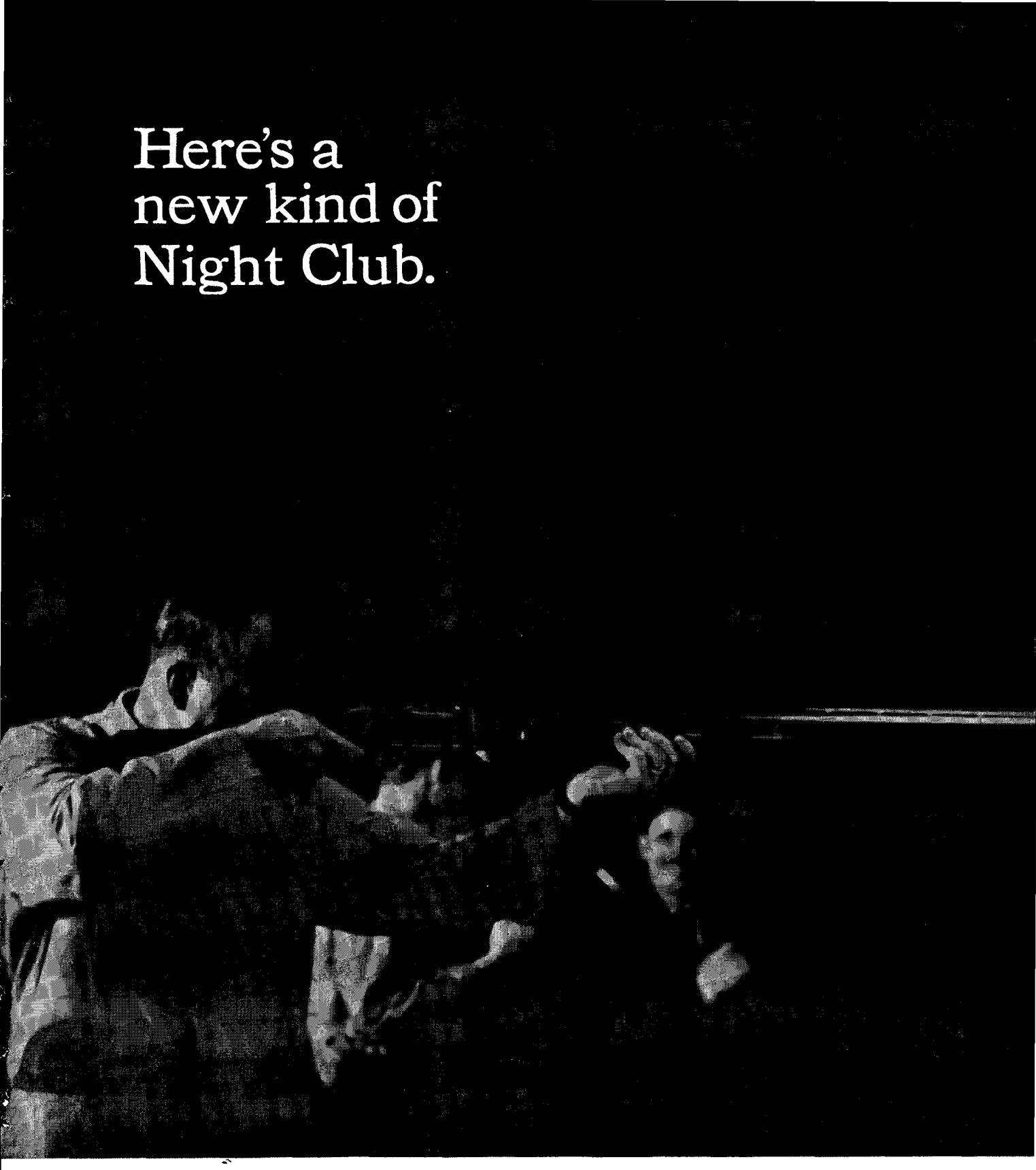
It's enough of a start, however, to continue the process. When completed, we can turn to a critical analysis of our programs. Are they adequate on the basis of equal opportunities for day and night workers? Are we giving equal consideration to cultural, athletic and social groups? Are we including the families? Are we spending funds on an equitable basis? Are we keeping management informed? Again, these questions will instigate dozens more. Each should be answered to our satisfaction. Having completed the diagnosis, I believe we will all find a few illnesses, but since this is our job, we should be able to prescribe a suitable remedy.

I have compiled a list of what, in my opinion, are bad practices. Some of you will recognize them as your own; others are those I have picked up across the country. Some are relatively insignificant, others vitally important:

- Inadequate or no insurance coverage for participants. Or, lopsided coverage paying more and larger benefits than workmen's compensation provides.
- Over-emphasis on representative company teams, pampering star athletes, professionalism.
- Exclusion of families from too many functions such as stags and mixed parties for employees only.
- Travel of groups by inadequate transportation involving insurance risks.
- Inequitable system or practice of allocating funds to various activities.
- Giving too much for nothing without responsibility on the part of the group.
- Improper maintenance of facilities creating a hazard for participants.
- Failure to cooperate with and use municipal leaders and recreation facilities.
- Poor taste in entertainment, publicity.
- Purchase and use of poor and cheap equipment.
- Management exclusion from program.
- Participation in strenuous activities without proper physical examination and preparation.
- No provisions for first aid leaders and equipment.
- Lack of a clear cut policy by management.
- Lack of a clear cut policy and objectives on the part of the employee recreation organization.
- Failure to provide an outlet for employees who consider assuming leadership and responsibility as their recreation.
- Failure to keep management informed and interested.
- Failure to utilize the enthusiasm and ability of employees to conduct their own activities and assist in organization.

This is not an all-inclusive list. I could mention dozens more; so could you. Not all these illnesses can be corrected immediately. It depends on the length and seriousness of the malady. One thing is certain: we can start now by prescribing the proper medicine.

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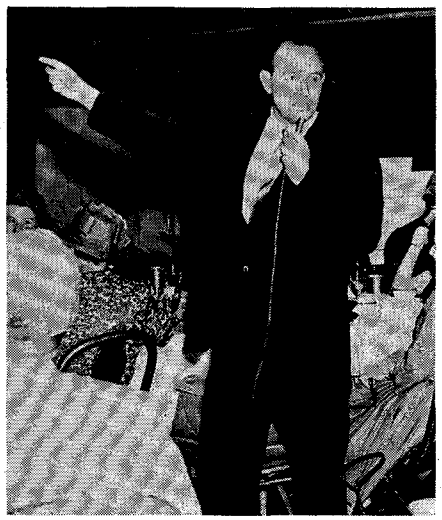
To open the Conference, the exhibit hall ribbon cutting ceremony was performed by NIRA President Oskar Frowein, Republic Aviation; Conference hostess Virginia Pasternak, and Chairman Ralph Isacksen.



Helms Award winners: (l-r) Art Conrad, Flick-Reedy Corporation, class AA; Edith Campbell, State Farm Insurance Companies, Class B; Lee Corbin; Aerojet-General Co., Class D and overall winner; Howard Honaker, Faultless Rubber Co., Class A; and John Leslie, Minnesota Mining & Mfg. Co., Class C.



Dr. Floyd Eastwood, NIRA founder and first president is awarded a Motorola transistor radio by Oskar Frowein.



"Ideas Make Men Great" was impressed upon delegates in the inspirational address by G. Herbert True, research psychologist.



Ormond Rewey, also a NIRA founder, was presented his gift by Oskar Frowein during the 20th anniversary ceremonies.

20th ANNIVERSARY NIRA CONFERENCE AND EXHIBIT

From the opening of the exhibit hall (see photo, top left) until the grand finale banquet and floor show, NIRA's 20th anniversary Conference and Exhibit packed an abundance of valuable recreation ideas and information into its full four day agenda.

Meeting at the Hotel Sherman in Chicago, June 11-14, 575 industrial recreation directors, wives guests and exhibitors heard 12 key speakers and 102 panelists discuss virtually every aspect of industrial recreation planning, supervision and program operation.

Seminars on facility operating policies, purchasing, cost cutting, vending and program ideas for small companies, women and retirees give an indication of the broad range of subjects covered. In addition, Conference registrants

Highlights of NIRA's



NIRA Past President John Leslie (l), Minnesota Mining & Mfg. Co., presents the outstanding service award to retiring president Oskar Frowein of Republic Aviation.



Conference Chairman Ralph Isacksen, Seeburg Background Music, Inc., with his able committee turned in a masterful job of program planning and organization.



Roses for NIRA's first lady are presented to Mrs. Joyce Frowein, wife of NIRA's president, by President-elect Bob Turner of West Point Mfg. Co. during the inaugural banquet.



Miss NIRA, the U. S. Steel Vo-chestra's version of Luther Billis, was only one of many hit numbers by the Vo-chestra.



Bob Turner, a NIRA founder 20 years ago and NIRA president today, receives his founders' gift from Oskar Frowein.



Water Sports, discussed by Max Dodson, (r) Beloit Iron Works, was one of 14 subjects at the "Consult the Experts" session.

were able to "Consult the Experts" for ideas and help in conducting 14 different club and hobby programs.

Highly qualified key speakers such as Hal Schumacher, president, Athletic Goods Manufacturers Assn.; Nick George, vice president, Brunswick Corp.; Fred Faassen, noted retirement counsellor; and Nat Kogan, president of the Bowling Proprietors Assn. of America contributed greatly to the knowledge of the delegates.

Commemorating NIRA's 20th year of service to business and industry, the Conference fittingly gave special recognition to three of the Association's 12 founders who were in attendance; Dr. Floyd Eastwood, Ormond Rewey and Bob Turner. Other special events included presentation of the Helms Industrial Recreation Achievement Awards (see page 12), R/M's "Sportsman of the Year" award to Ray Detrick of Goodyear Tire & Rubber Co., and special awards to the five outstanding NIRA State Chairmen (see photo, next page), the outstanding Senior Director (Wally Dowswell, Motorola, Inc.) and Junior Director (Murray Dick, Dominion Foundries).

For the first time, NIRA members met by region to elect their own representatives to the Board of Directors. Later, meeting together, members chose Bob Turner, West Point Mfg. Co., as the new NIRA President (see page 10).

Delegates wives also enjoyed a busy four days with sightseeing and shopping trips, a boat cruise and the memorable luncheon and fashion show at poolside in Flick-Reedy Corporation's Bensenville, Ill., plant.

20th annual Conference and Exhibit



Outstanding State Chairmen: Cam Haslam, Boeing; Ed Mitchell, U. S. Steel; John Crnich, R. R. Donnelley; Fritz Merrell, Olin Mathieson; Bob Moss, Avco Corp. John Leslie, Minnesota Mining, presented the awards.



Square dance troupe under the direction of John "Do-Si-Do" Dolce gave an exhibition, then everybody joined in the fun at the Welcome Reception Hoedown, Sunday evening. This reception and other extracurricular activities provided pleasant diversion from the day's heavy schedule.

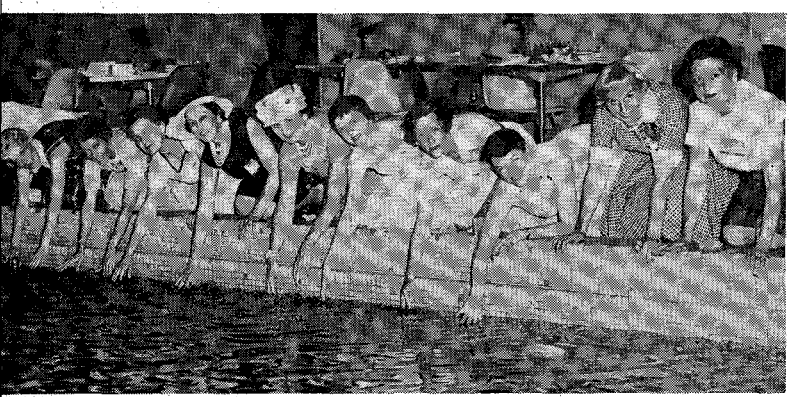


Swing Vo-chestra from U. S. Steel's Gary Works held delegates spellbound throughout its one hour performance during the Tuesday luncheon sponsored by Brunswick Corp. Ed Wells is the group's able director.





Nick George (l), vice president, Brunswick Corp.; and ***Fred Faassen,*** retirement counsellor, were impressive speakers.



World's largest finger bowl, better known as the Flick-Reedy swimming pool, was put to good use by delegates' wives after their chicken-in-the-basket dinner at Flick-Reedy. During the luncheon, the wives also enjoyed a fashion show and swimming and diving demonstrations.



The forty voices of the Illinois Bell Telephone Company Chorus gave an outstanding account of the quality of industrial musical organizations. Directed by Robert S. Childe, the Chorus is one of several musical groups sponsored by Illinois Bell in Chicago.

Vern Hernlund (l), director of recreation, Chicago Park District, and ***Braven Dyer,*** noted sports columnist were among the many top speakers.

Region II Meeting headed by Senior Director Earl Schreiber and Junior Director Dan Zieverink with election officials Ken Klingler and Robert McClure elected new directors, transacted other business.









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17 days in Switzerland

Western European Cities
16 days – $748.00

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TWA

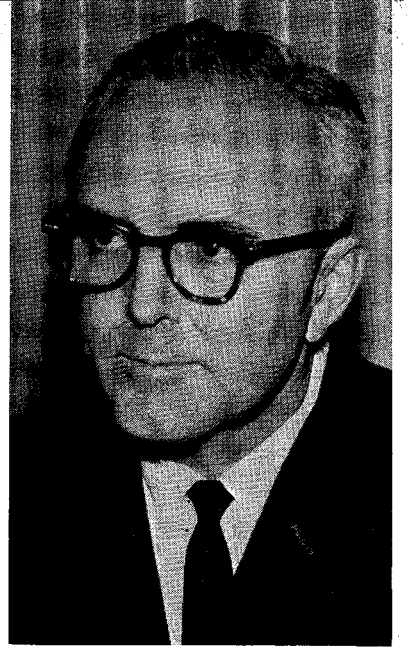
*THE SUPERJET AIRLINE**

†Eff. Oct. 1, through Mar. 31, 1962. Prices per person, two people traveling together round-trip from New York sharing twin bedded room.

*TWA THE SUPERJET AIRLINE is a service mark owned exclusively by Trans World Airlines, Inc.

ELECT BOB TURNER NIRA PRESIDENT

Name 12 regional directors, pass certification plan, increase scholarship fund, approve research foundation incorporation



President Robert A. Turner

NIRA founder, past Helms Award winner and a recreation professional for 32 years, Robert A. Turner was elected 17th president of the National Industrial Recreation Association during the recent 20th anniversary Conference and Exhibit in Chicago.

Turner's credentials for NIRA's top office rank among the highest in his profession. Since 1941, he has served as Coordinator, Dept. of Community Recreation at West Point Manufacturing Co., West Point, Ga.

In this position, Turner supervises recreation activities, facilities and 16 full-time personnel in West Point and five neighboring towns just across the state line in Alabama where West Point plants are located.

Directed to all persons living in the West Point community, Turner's program encompasses children, teenagers and senior citizens as well as the textile firm's 11,000 employees.

A graduate of the U. of Minnesota, Turner received his B.S. in physical education in 1929, completed the National Recreation School in 1931 and earned his M.S. in health, physical education and recreation at New York U. in 1934. He was one of the 12 men who met in 1941 to form the National Industrial Recreation Association.

However, no proof of Turner's skill as a recreation administrator need be cited other than the fact that his company won the 1960 Helms Award for conducting the most outstanding recreation program in the nation.

To complete the Turner administration, NIRA members, as in the past, named four vice presidents (see below), but elections of regional directors incorporated three new bylaw changes. Meeting separately, each of the Association's eight geographical regions elected their own directors. Also for the first time, the number of directorships was based on the number of members within each region. Hence, more populous regions I, II and III selected two rather than the usual one, directors. In the third change, Fritz Merrell, Olin Mathieson Chemical Corp., was elected to fill the last year of Turner's two-year term as Region IV Director.

REAPPOINT DAVIS, STARR

The return of seven senior directors and the reappointment of Frank Davis as treasurer and Gordon L. Starr as director of research completes NIRA's 22-man board of directors.

Other business transacted at the annual meeting and in two sessions of the board of directors included two important plans that will significantly increase NIRA services.

Articles for incorporation of the National Industrial Recreation Research and Education Foundation were approved for filing with the State of Illinois. When established, NIRREF will conduct specialized research studies in all phases of industrial recreation and employee services.

The second item was the adoption of a plan to recognize individual industrial recreation leaders and to certify their qualifications as professional industrial recreation administrators. Details of the program were enclosed with the June-July issue of the NIRA Newsletter and will be summarized in September R/M.

Other business included selection of Cleveland, Ohio, as site for NIRA's 1964 Conference and Exhibit and increasing the annual NIRA scholarship grant to $200 (see page 17).

1961-62 NIRA Board of Directors

PRESIDENT
Robert A. Turner, West Point Mfg. Co., West Point, Ga.

VICE PRESIDENTS*
Walter Dowswell, Motorola, Inc., *Meetings and Elections*
Charles Haggerty, Ford Motor Co., *Tournaments and Competitions*
K. L. Kellough, North American Aviation, *Publications & Public Relations*
Robert E. Moss, Avco Corp. RAD, *Membership and Services*

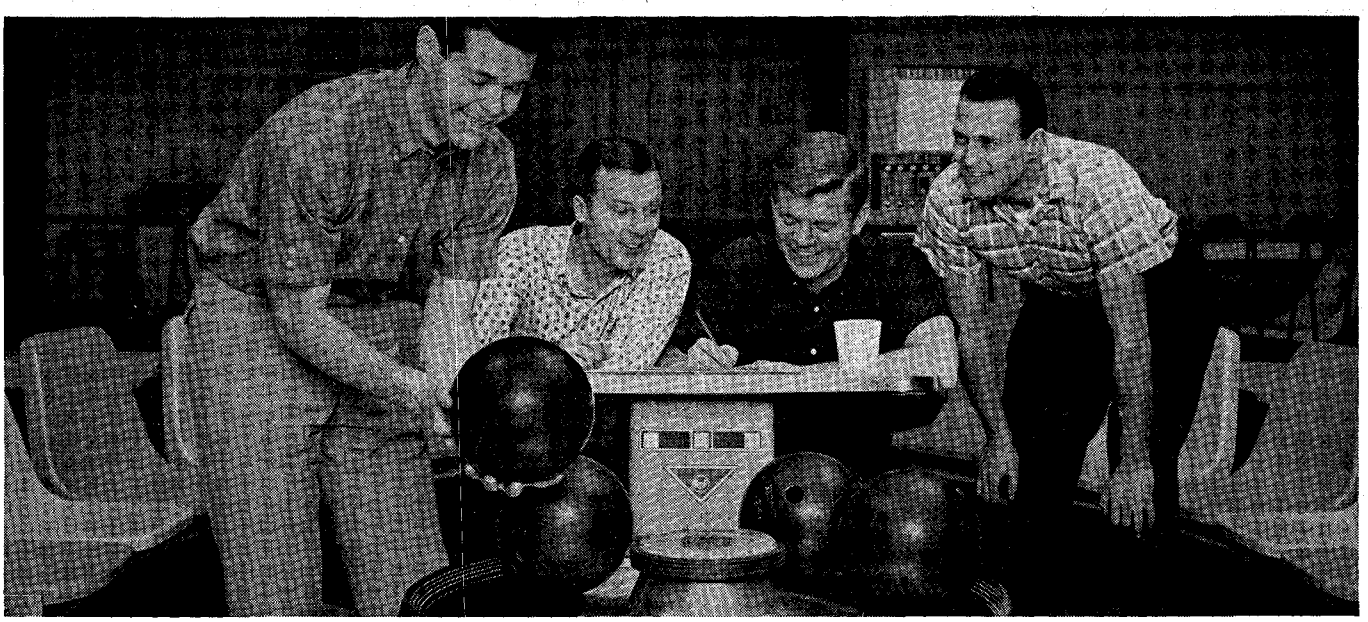
TREASURER
Frank Davis, Lockheed Aircraft Corp., Burbank, Calif.

DIRECTOR OF RESEARCH
Gordon L. Starr, University of Minnesota, Minneapolis, Minn.

IMMEDIATE PAST PRESIDENT
Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.

SENIOR DIRECTORS (elected in 1960)
Region I: Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.
II: Daniel H. Zieverink, General Electric Co., Cincinnati, Ohio
III: Charles Haggerty, Ford Motor Co., Dearborn, Mich.
IV: Fritz J. Merrell**, Olin Mathieson Chem. Corp., Pisgah Forest, N. C.
V: Warren Wallgren, Theo. Hamm Brewing Co., St. Paul, Minn.
VI: Bert Granville, McDonnell Aircraft Corp., St. Louis, Mo.
VII: K. L. Kellough, North American Aviation, Inc., Los Angeles, Calif.
VIII: Murray Dick, Dominion Foundries & Steel, Hamilton, Ont., Canada

JUNIOR DIRECTORS (elected in 1961)
Region I: Robert E. Moss, Avco Corp. RAD, Wilmington, Mass.
David Chapin, Equitable Life Assurance Society, New York, N. Y.
II: Charles E. Bloedorn, Goodyear Tire & Rubber Co., Akron, Ohio
W. R. Kelk, E. I. duPont de Nemours & Co., Wilmington, Del.
III: John Crnich, R. R. Donnelley & Sons Co., Chicago, Ill.
Walter Dowswell, Motorola, Inc., Franklin Park, Ill.
IV: G. M. Matlack, ARO, Inc., Tullahoma, Tenn.
V: Patrick W. Feely, The Falk Corporation, Milwaukee, Wis.
VI: Ferris Brown, Texas Eastman Co., Longview, Texas
VII: Harry Clark, Nortronics, E.S.&E., Northrop Corp., Hawthorne, Calif.
VIII: James Charrington, Polymer Corp., Ltd., Sarnia, Ont.
*Also serve as directors
**Elected to complete President Turner's unexpired term



Teamwork



promotes teamwork

Plan your employee bowling program now — and make sure it's an AMF-equipped Bowling Center.

Why employee bowling?

- All employees can participate. Bowling's easy to learn ... invigorating but not strenuous.
- Sure-fire popularity. Bowling is today's most popular participation sport.
- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMF extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
- Superb facilities. AMF-equipped centers offer ultra-modern equipment, luxurious surroundings, delightful refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up your bowling recreation program—easily and economically. See him soon, and get the ball rolling.

AMF PINSPOTTERS INC.
SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY COMPANY
JERICHO TURNPIKE, WESTBURY, L. I., N. Y.

BOWL WHERE YOU SEE THE
"MAGIC TRIANGLE"
T. M.

1961 HELMS AWARDS

Aerojet-General Corp. of Sacramento, Calif., chosen from the finalists of each NIRA membership classification, has been named winner of the 1961 Helms Industrial Recreation Award.

Industry's highest recreation honor, the Helms Award is presented annually to that company which provides the most outstanding recreation program for its employees.

Entries are submitted in the appropriate company size classification and judged on seven basic points: leadership, program, facilities, organization, financing, NIRA participation and major achievements of the year.

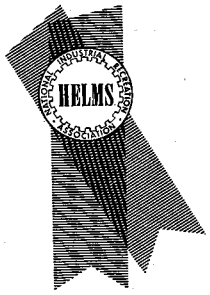
The five classification winners are then judged together on the same seven points to select the national winner.

The awards program has been conducted jointly for the past three years by the National Industrial Recreation Association and the Helms Athletic Foundation. In 1959 the national award was won by Lockheed Aircraft Corp., and last year by West Point Mfg. Co.

Class D

more than 10,000 employees

AEROJET-GENERAL CORP.



Winner of the 1961 Helms Athletic Foundation Industrial Recreation Award, Aerojet-General Corp., Sacramento, Calif., has proved the important role recreation can play in modern industry with its advanced technology, highly trained and educated employees and automated manufacturing operations.

Concerned primarily with the manufacture of rocket propellants and missile guidance systems, Aerojet's 17,000 employees avidly support an amazingly diversified program which includes virtually all well known recreation activities and many others.

Last year, Aerojet's program registered a total of 374,303 participants. That's an average attendance in 22 events and activities by each employee-family.

The program is administered by 11 elected directors of the Welfare & Recreation Club which consists of 39 organized hobby groups and sports associations. The firm employs a full-time recreation center manager, three full-time recreation coordinators and 13 part-time assistants.

In addition to the regular activities of the organized sports and hobby clubs, an average of four special events were conducted each month, and 44 departmental dinner dances and 22 picnics were held during the year.

Aerojet's complete, modern recreation center features swimming and wading pools, gymnasium, picnic and playground areas, equipment storage rooms and lighted sports facilities.

The company owns the capital investment and provides staff and maintenance. Other revenue is derived from vending income and $4 employee dues in the Welfare and Recreation Club.

Lee Corbin

Manager,
Recreation Center



Class AA

less than 500 employees

FLICK-REEDY CORPORATION

Flick-Reedy Corporation, Bensenville, Ill., winner of the Helms Class AA competition, has spearheaded the "small company breakthrough" in providing employee services and facilities comparable to those offered by the corporate giants.

Creative management policy has made a comprehensive, year-around recreation program a reality for its 325 employees. Ingenious planning has made the inclusion of a 40'x60' swimming pool, multiuse gymnasium and other recreation facilities economical and practical features of its 220,000 sq. ft. plant. Outdoor facilities include playground and picnic areas; basketball, tennis, badminton and other facilities are under construction. The plant's water storage "lagoons" are stocked for fishing.

All facilities when not in use by employees and their families are available to community groups.

Recreation responsibilities are shared by the personnel and public relations managers and a swimming instructor is employed part-time. Income is obtained through company contributions, activity fees and vending receipts as appropriated by the elected officers of the Flick-Reedy Employees Benefit Assn.

Classes in economics, public affairs and political action have proved highly popular in augmenting varied programs for sports, social and hobby interests. Youth activities include Little League, and Junior Achievement, amateur show and "Aqua Capades." Family participation is emphasized.

Art Conrad

Public Relations
Manager



Class A

501 to 1,000 employees

FAULTLESS RUBBER COMPANY

The national trend away from spectator sports to active participation could well have been started at Faultless Rubber Co., Ashland, Ohio, winner of the 1961 Helms Class A award.

With a total of 505 employees, the Faultless Rubber Co. Athletic Assn. scheduled no fewer than 32 different athletic activities during 1960. In addition to regular league play, 14 sports tournaments were also held.

Number of participants was equally outstanding. In bowling, for example, 34.6% of the employees or better than one out of three, bowled on a company sponsored team.

Other Athletic Assn. activities include Little League sponsorship, children and adult Christmas parties, ticket service, award banquets, reading rack and other services.

The program as well as operation of the Faultless Recreation Building is supervised by the full-time recreation director and his assistant.

The recreation building houses four bowling lanes, two billiard tables, table tennis and other game equipment. Other facilities include a kitchen, banquet hall, dance floor, television lounge, lockers, showers and an exercise room.

Employees and their families participate in all activities without charge. Funds are obtained by monthly company contributions, vending machine proceeds, bowling fees and rental of recreation hall facilities to outside organizations. Funds are allocated according to participation.

Howard Honaker
Recreation Director



Class B

1,001 to 5,000 employees

STATE FARM INSURANCE COS.

An exceptionally high percentage of employee participation in an unusually large number of activities earned the 1961 Helms Class B award for State Farm Insurance Companies of Bloomington, Ill.

Of the firm's 1,850 employees, more than half will turn out for a Smorgasbord dinner or a Chuck Wagon barbeque (State Farm holds about 10 special dinners yearly). More than 1,200 can be expected at a dance. Local bowling facilities are booked to capacity.

The program has built up such interest that last year State Farm sponsored 22 different handicraft classes, 31 sports activities, 25 social events and 19 youth activities.

In addition to these organized activities, crowds as always heavy at the company's 33 acre park with picnic, sports and game facilities, plus a lake for swimming and fishing.

Activities are governed by an employee elected board of directors, while the park is owned and managed by the company. The activities association is sustained by a fixed company contribution per employee, $2 voluntary membership dues, vending machine profits and activity fees.

The program is supervised by a full-time activities supervisor and park custodian with four full-time assistants. The 41 part-time employees are concerned primarily with park maintenance and operation.

Extensive travel, ticket and license services are also handled through the activities association.

Edith Campbell
Activities Supervisor



Class C

5,001 to 10,000 employees

MINNESOTA MINING & MFG. CO.

More than 300,000 hours of organized recreation were enjoyed last year by employees of Minnesota Mining & Mfg. Co., St. Paul, Minn., winner of the 1961 Helms Class C award.

Reduced to averages, this indicates that almost one hour per week of organized company recreation was provided for every one of 3M's 7,000 employees.

To establish such a record, the employee governed 3M Club sponsors 6 musical organizations, 15 organized hobby clubs, intramural competition in nine sports and representative company teams in six sports. These activities are supplemented by numerous sports and hobby tournaments and contests, award banquets, dances, Winter Carnival and other special events.

Construction is well underway on the Club's 310 acre recreation area which will include an 18-hole golf course, ski tow, lakes, several recreation buildings and facilities for almost every other type of outdoor activity.

The program is administered by four full-time and three part-time employees along with 329 volunteer activity leaders and 250 elected council representatives. Voluntary $1 3M Club membership dues provide 8% of the income; other sources: vending proceeds 80%, salvage sales 6%, interest 6%.

The company finances certain special events and provides half the budget for music activities. Budget requests from the activity chairmen are reviewed by the recreation manager and acted upon by Club directors.

John Leslie
Manager, Employee Recreation



500,000 *park visitors ... in five years*

Delco-Remy and Guide Lamp crowds get bigger every year at jointly operated Killbuck Park. Approach 200,000 total attendance per season

1960

Attendance: 162,000
Completed Killbuck Park Lodge for large parties and banquets. Finished picnic shelter with snack bar. Started work on 18-hole putting green.

1959

Attendance: 107,048
Installed baseball pitching machine and batting range. Held first retired employees picnic.

1958

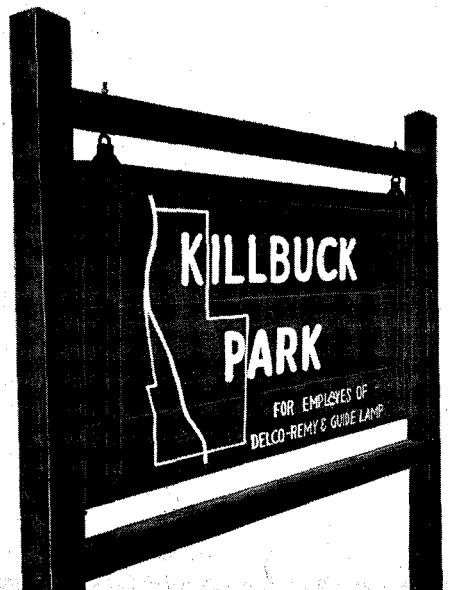
Attendance: 78,000
Conducted first horse show and fireworks demonstration. Started outdoor theater motion picture shows.

1957

Attendance: 74,000
Completed 18-hole miniature golf course. Installed additional rest rooms, water fountains, other improvements.

1956

Park opened. Attendance: 64,986
Original facilities include picnic and playground area, pony rides, and basketball, horseshoe, badminton and volleyball courts.



Half a million times since 1956, Delco-Remy and Guide Lamp Divisional employees and retirees, their families and guests have passed the gatehouse at Killbuck Park on their way to fun and relaxation.

The park's 500,000 visitor, Richard Luebke, who works the night shift in one of Delco's 10 Anderson, Ind. manufacturing plants, was logged in this spring only a few days after the park's Memorial Day opening.

This milestone plus the steady increases in park attendance reported each year represent proof that Delco and Guide Lamp families rely on the park and its facilities with more regularity year after year.

From the first year total attendance of almost 65,000, park participation has jumped sharply each season hitting 162,000 in 1960 (see chart at left). These increases reflect the continual development of park facilities and the addition of more planned amusements and programs.

JOINT OPERATION SUCCESSFUL

Named after the creek that meanders through its 214 rolling, wooded acres, Killbuck Park is one of the largest industrial recreation areas in the Midwest, and one of the few in the nation operated under joint company sponsorship.

The two General Motors divisions, Delco-Remy (14,000 employees; generators, batteries, many other automotive parts) and Guide Lamp (5,000 employees; auto lighting equipment) share park financing proportionally, and the nine-man park board is composed of executives from both divisions who establish policy, rules and regulations.

Day to day administration is handled jointly by the two employee relations directors, Dale Shaffer of Delco-Remy and Everett Dietzer of Guide Lamp.

Employees of both divisions are entitled to bring their immediate families and as many as four guests who are not GM employees. Reservations for group facilities are coordinated daily by Shaffer and Dietzer, but the majority of company-sponsored events such as the retiree picnic, fireworks demonstration and fishing derby are conducted for the families of both divisions. This policy has eliminated scheduling conflicts and any questions over equal park usage.

OPENED PARK IN 1956

Killbuck is located in scenic Madison County in central Indiana, five miles east of Anderson, about 40 miles northeast of Indianapolis. From the outset, the area's natural features—water, rolling meadows, 3,000-plus trees—made it a perfect setting for family picnics, fishing and outings.

Original development included building a two and a quarter mile, double lane asphalt road. Starting at the en-

500,000th park visitor, Richard Luebke, Delco-Remy night worker, receives $50 bond from Kenneth Hastings, night superintendent.



trance, the road circles around the rear of the park, then leads out the mile-long stretch to the front gate. Several gravel drives lead off the main road and wind along the creek.

Thus, with the addition of a fully equipped children's playground, picnic tables, grills, horseshoe courts and a ring for pony rides, Killbuck Park was ready to be opened in 1956.

But this was only the beginning. Each year, construction of additional facilities have greatly increased the park's appeal and usefulness.

Today, everything from shuffleboard and a baseball pitching machine to a miniature golf course, tennis courts and softball diamonds can be found at the employee park.

Highlight of last year's construction program was the completion of spacious Killbuck Park Lodge, nestled in large trees atop a hill overlooking the creek. By itself, the lodge opens a completely new phase of operation for the park.

ADD FACILITIES, ACTIVITIES

While the park opens on Memorial Day and closes on Labor Day, the lodge will remain open year around for employee functions. Equipped to handle group parties of up to 250 persons, the lodge provides meeting and dining facilities for company-sponsored clubs and departmental functions.

Also completed in 1960, a picnic shelter with snack bar provides both cooked and uncooked food at prices slightly above cost.

New amusements this year include a 725 sq. yd., 18-hole putting green located near the main entrance and a miniature railroad complete with scale model steam locomotive and five passenger cars. The "Killbuck Flyer" operates on 1,700 feet of track, and has proved so popular that on one Sunday afternoon this summer, 1,500 children bought the 10¢ round-trip tickets.

With the same steady growth, more and more planned park activities have been added each year.

Since 1958, first-run outdoor movies have been shown at the park one night a week for 12 to 15 weeks each season. Each showing attracts from 1,000 to as many as 5,000 persons.

Also since 1958, the retiree picnic annually attracts more than 2,000 retirees from both divisions and their guests.

40,000 AT TWO EVENTS

Other summertime highlights include a Fourth of July fireworks display attended annually by 15,000, two separate management parties for salaried employees of both GM divisions, a horse show, one of the largest annual horse events in Central Indiana, and a fishing derby for children.

Newest addition to the schedule of planned events was this year's Killbuck Family Festival, August 10-13, attended by more than 25,000. The four-day circus featured continuous professional entertainment and 11 carnival rides.

Such heavy use keeps a summertime service and maintenance staff of 19 men busy keeping the park in top shape. Working directly under Shaffer and Dietzer in the park's chain of command, Park Superintendent Earl Melcher directs a staff of 10 park workmen, four alternating gatemen; who check passes as cars enter the park; and four year-round caretakers for the lodge.

Busy all year round, Melcher's crew follows a particularly heavy schedule during the hectic summer months. Attendance runs higher on Sunday so on Monday the park is closed for cleaning and maintenance. On any other summer day, however, the park is open for at least 12 hours, from 10 a.m. until 10 p.m., unless a company sponsored event extends the deadline.

YEAR-ROUND MAINTENANCE

The autumn closing date provides no let up. After storing and repairing all outdoor equipment, preparations have to be made for employee children who find the park ideal for ice skating and sleding.

With the coming of spring, Melcher and his crew prepare for another summer season. Last spring, among other jobs, they planted several thousand seedlings and trimmed nearly a thousand trees.

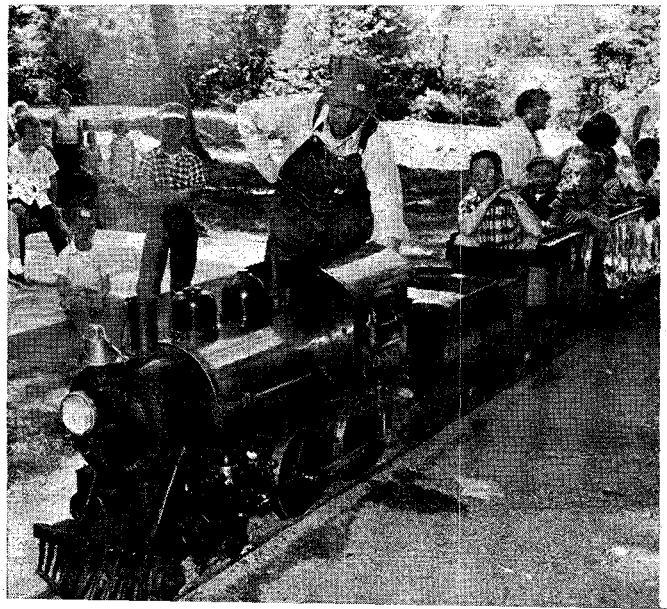
But Melcher's task will probably never be routine. Each summer, with additional new facilities, more scheduled events and the resulting increase in participation, the maintenance crew takes on a greater number and variety of jobs.

ONE MILLION BY 1963

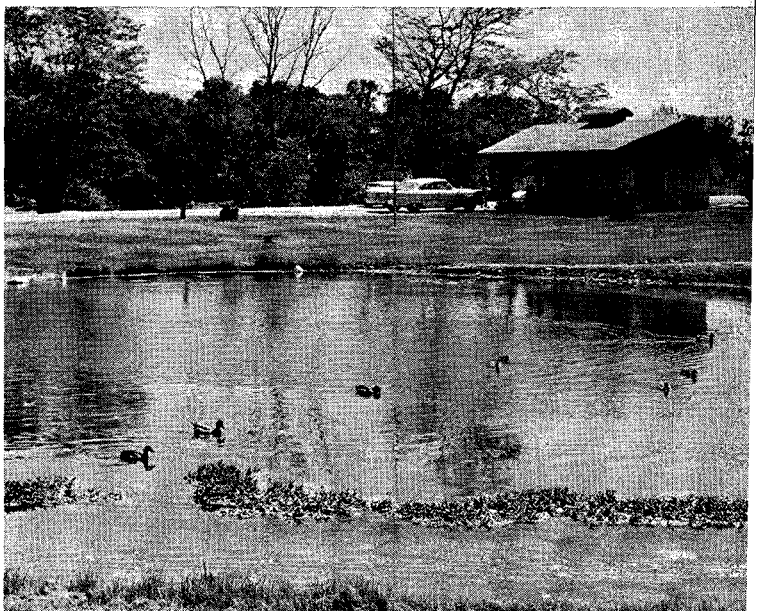
While he readily admits that park attendance may level off in years to come, Delco-Remy's Dale Shaffer feels that participation will continue to grow for quite some time; certainly as long as new amusements, facilities and programs continue to increase Killbuck's recreational opportunities.

As for this year, total attendance could reach a record 200,000. At that rate, Killbuck's one millionth visitor would enter the park sometime in 1963—two years ahead of schedule.

Scale model locomotive with tender and five cars is latest entertainment feature added to Killbuck Park this season. The train operates on 1,700 ft. of track, passes through a tunnel, chugs up steep grade.



Scenic view of duck pond and gatehouse at Killbuck Park entrance. Park passes admitting employees, their families and guests are checked by the attendant before visitors proceed into the park.



RETIREMENT PREPARATION

What are management's responsibilities and what role should the company play in helping older employees resolve retirement problems?

"Making plans for their retirement would seem to be the concern of the employees themselves; primarily, it is their individual responsibility. But because of the social, economic and political happenings of recent years, management—among others—also has developed considerable interest in employees' preparation for their retirement.

"As an expression of this interest, a comparatively new employee relations program, pre-retirement planning, has emerged as a logical extension of companies' retirement plans and retirement policies."

With this preface, Michael T. Wermel and Geraldine M. Beideman, authors of "Retirement Preparation Programs: A Study of Company Responsibilities," try to find out what management should do and can do to help employees plan for retirement. Available from the publisher, Benefits and Insurance Research Center, Industrial Relations Section of California Institute of Technology, Pasadena, Calif., a copy of the report is well worth its $10 price.

Financed by The Ford Foundation with information provided by more than 500 companies, the study boldy attacks its difficult assignment and does not shy away from making clear-cut conclusions. Without once resorting to tired cliches about corporate altruism, the authors place a share of the responsibility for retirement preparation squarely on management's shoulders. Some of the reasons:

- Pension plans provided by the company at least indirectly encourage employees to retire by making it economically feasible for them to do so.
- Company policy usually sets the date for retirement.
- Older employees' anxieties about retirement frequently adversely affect their work performance and their relationships with other employees.
- Positive action by management can subdue employee fears thus making their remaining years of work more productive and improving their day-to-day relationships.

But how far should a company go in aiding employees with retirement preparation? To find the answer to this and many other questions, the authors sent a detailed questionnaire to 756 "large" companies. Results from the 505 complete returns were tabulated to show the type of problems management feels can be treated successfully by retirement preparation programs (see Table I below), current practices (Table II), reasons for and against retirement preparation programs, timing of the program, the extent of management approval of specific preparation activities and a multitude of other information.

From this data and additional research, the study stresses that retirement preparation service has very definite limits. The firm cannot do employees' planning for them; it can only help furnish incentives and means.

What then can be done to encourage employees to plan ahead and yet keep the service within impersonal, realistic bounds? The authors suggest:

- The program can give employees access to information necessary to the planning process.
- It can provide older employees an opportunity to talk about their plans with other aging employees and with persons specializing in particular phases of retirement.
- While the program should be sufficiently attractive to encourage participation, any elements of required participation, even implicit ones, should be absent.

From these generalities, the study quickly moves to specifics; establishes a model retirement preparation program and shows how this model can be adapted to a large number of industry conditions, i.e., a cooperative program undertaken by small firms, a program in a company with widely dispersed employment, in a corporation with fairly autonomous subsidiaries, in a comparatively new firm, etc.

But to an industrial recreation director, the most striking single aspect of the study is the importance placed on preparing the retiree for satisfactory use of leisure time. Both in practice and in management opinion of worthwhile program subjects, this adjustment problem ranks at the head of the list. The employee services-recreation manager may easily be the most important member of management's team in preparing older employees for retirement.

I. *What adjustment problems do companies feel can be covered successfully by retirement preparation programs?*

Retirement adjustment problems	*Companies with plans*	*Companies without plans*
Inability to use leisure time satisfactorily	87.0%	70.5%
Living on a reduced income	85.1	55.9
Loss of occupational status	70.2	53.9
Loss of companionship of fellow employees	66.5	56.3
Changing living arrangements	65.8	39.0
Declining physical abilities	54.7	30.7
Finding new employment	54.0	42.5
Ineligibility for retirement benefits	38.5	35.4
Changing family relationships	37.3	12.2

II. *What adjustment problems are actually being covered by existing company retirement preparation programs?*

Adjustment subject covered	*% of group programs*	*% of individual programs*
Use of leisure time	100%	87%
How to figure retirement income	97	93
Financial planning and family budgeting	92	66
Ways of adding to retirement income	83	64
Housing and living arrangements	81	50
Finding new work activities	75	57
How to live with health problems	70	52

USC Junior Wins NIRA Scholarship

Yorktown IBM Club, Flick-Reedy Corp. add funds to Association's first recreation scholarship



Jill Speed

Miss Jill Jerilyn Speed, 19-year-old junior at the University of Southern California, has been awarded NIRA's first grant to "aid a scholastically eligible student in the field of recreation."

Hardly had the announcement been made at the Association's 20th anniversary Conference and Exhibit in Chicago, than the IBM Club of Yorktown Heights, N. Y., and Flick-Reedy Corporation, Bensenville, Ill., each made additional $100 donations.

The Flick-Reedy pledge, given at the NIRA annual business meeting, was made, in President Frank Flick's words, in the hope that "others will follow this lead and add to the amount already appropriated by the Board, so that the young lady (Miss Speed) may know that we in the Association mean what we say."

Frank Flick's hopes were quickly fulfilled. Shortly after the Conference, Edward F. McCann, president of the Yorktown IBM Club, sent the following letter to NIRA:

"Since industrial recreation plays a very important part in the social life of each IBM employee, and it is our job to administer the program this year, we were pleased to hear of your attempt to help provide well-trained recreation directors in industry.

"The 1961 Board of Directors of the Yorktown IBM Club has voted to contribute $100 toward your fund on behalf of the members of our Club. We hope that other employee clubs will follow suit and help build the fund to a full-tuition scholarship."

This generous assistance will considerably help Jill Speed obtain her B.S. degree and secondary teaching credential. One of four children solely supported by her mother, Miss Speed works approximately 15 hours a week at two part-time jobs in addition to carrying 15 units at USC.

Starting at an early age, she has continually demonstrated genuine interest and ability in recreation leadership. She is presently vice president of the Women's University Recreation Assn. and works in the USC Recreation Assn. office organizing intra and extramural competition.

A day camp counsellor, she has taught swimming, camping, trampoline, games, songs and other skills. In high school she received the Award for outstanding service.

Wiring her acceptance, Miss Speed promised to "strive to be worthy of your selection and will promote interest in industrial recreation when and wherever I can."

Development of the scholarship program and the selection of Jill Speed as the first recipient was made by the NIRA Scholarship Committee; Martha Daniell, Nationwide Insurance, Columbus, Ohio; A. L. Cavalloro, Ford Motor Co., Dearborn, Mich.; Robert Turner, West Point Mfg. Co., West Point, Ga.; and Gordon L. Starr, NIRA Research Director and assistant professor, University of Minnesota.





.22 rifle team champions from Ford Motor Co., (l-r): T. Y. Wu, Chuck Caspar, Erv Brehm, Duane TeSelle.



CO_2 pistol team champion from Lockheed Aircraft Corp. (l-r): George Gustofson, Earl Pettibone, Edward Skoog and Harry Groh.





.22 rifle champ, T. Y. Wu (l), and CO_2 pistol winner, Larry Groh (r).

POSTAL SHOOT TOPS RECORDS

Ford, Champion Paper, Lockheed win team titles against record field in NIRA matches

Four new records were established and one was tied as a record-breaking number of employee marksmen competed in the third annual NIRA-NRA Postal Shooting Matches.

Co-sponsored with NIRA by the National Rifle Association of America, the 1961 event attracted 763 individual and team member entries and doled out a grand total of 244 trophies to the top national and regional shooters (national champions are listed below). But the contest featured quality as well as quantity:

- In .22 rifle, T. Y. Wu, Ford, fired 198 of the possible 200 to top the old mark of 197 by Joe Broderick, Goodyear Tire & Rubber Co. in 1959.
- Lockheed's CO_2 pistol team hit 758 of 800 to smash the previous record of 514 set by North American Aviation.
- Also in the CO_2 pistol Lockheed's Harry Groh with 193 bettered the 187 shot by Hotpoint's Bob Hoth last year.
- Jack Stahl of North American Aviation set a new mark in the CO_2 rifle matches with 176.
- Champion Paper's .22 pistol team tied the record 707 set last year by Olin Mathieson's Winchester Gun Club.

After finishing second in the .22 rifle team matches in both 1959 and 1960, the Ford Motor Company squad, led by individual champion Wu, finally took the title. Their scores over the three-year period show steady improvement: 748, 755 and this year's 765.

The postal matches are open to all employees of NIRA member companies to provide the opportunity to win national honors at minimum expense ($1 entry fee) and without time lost from the job. The registered targets, furnished by NRA, may be fired any time from Jan. 1 to April 30.

NATIONAL CHAMPIONS—1961 NIRA-NRA POSTAL SHOOTING MATCHES

.22 caliber Rifle and Pistol

TEAM RIFLE CHAMPIONS

Ford Motor Company #1, Southgate, Mich.	765
Zeppelin Rifle Club #1, Goodyear Tire & Rubber Co., Akron, O.	754
Delco-Remy, Div. of General Motors, Anderson, Ind.	753

INDIVIDUAL RIFLE CHAMPIONS

T. Y. Wu, Ford Motor Co., Ann Arbor, Mich.	198
W. E. Summers, Goodyear Tire & Rubber Co., Akron, O.	197
Joe Broderick, Goodyear Tire & Rubber Co., Akron, O.	197
Henry L. Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	192
E. H. McDougall, Minnesota Mining & Mfg. Co., Willernie, Minn.	192
Paul Hellems, Delco-Remy, Anderson, Ind.	191
Donald Ruthruff, Hyster Company, Portland, Ore.	190
Robert W. White, Boeing Company, Seattle, Wash.	190
R. E. Taylor, Goodyear Tire & Rubber Co., Akron, O.	190
Wiley A. Sparks, Delco-Remy, Anderson, Ind.	190

TEAM PISTOL CHAMPIONS

Chapaco Rifle & Pistol Club, Champion Paper & Fibre, Hamilton, O.	707
Lockheed Employees Pistol Club, Lockheed Aircraft, Sunnyvale, Calif.	706
Ansco Pistol Club, Ansco Div., Binghampton, N. Y.	703
Ford Gun Club, Ford Motor Co., Southgate, Mich.	694

INDIVIDUAL PISTOL CHAMPIONS

Jack McNeil, Olin Mathieson Chem. Corp., New Haven, Conn.	187
Earl Pettibone, Lockheed Aircraft Corp., Santa Clara, Calif.	187
Beve Wyatt, Champion Paper & Fibre Co., Hamilton, O.	187
Lynn Taylor, Ford Motor Co., Detroit, Mich.	186
Norman Goelzer, Ford Motor Co., Inkster, Mich.	185
L. Maxwell, North American Aviation, Los Angeles, Calif.	184
C. F. Wade, Firestone Tire & Rubber Co., Akron, O.	183
Ron Harrison, Champion Paper & Fibre Co., Hamilton, O.	181
Wallace E. Hill, Delco-Remy, Anderson, Ind.	181
Henry L. Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	180
Ron Bocksruker, North American Aviation, Inglewood, Calif.	180
George Gustofson, Lockheed Aircraft Corp., San Jose, Calif.	180
James E. Bates, Ansco Div., Binghampton, N. Y.	180
Robert Hinman, Ansco Div., Binghampton, N. Y.	179
Albert Oertel, Olin Mathieson Chem. Corp., New Haven, Conn.	178

CO_2 gas operated Rifle and Pistol

INDIVIDUAL RIFLE CHAMPION

Jack Stahl, North American Aviation, Columbus, O.	176

TEAM PISTOL CHAMPION

Lockheed Employees Pistol Team, Lockheed Aircraft, Sunnyvale, Calif.	758

INDIVIDUAL PISTOL CHAMPIONS

Harry Groh, Lockheed Aircraft Corp., Irvington, Calif.	193
George Gustofson, Lockheed Aircraft Corp., San Jose, Calif.	191
Franklin Shea, Lockheed Aircraft Corp., Santa Clara, Calif.	190

Art For Fun's Sake

More than 1,300 employees and their families attended the 15th annual exhibition presented by the Onized Art Club of Owens-Illinois in Toledo, Ohio, June 6-9.

This year's exhibit featured more than 100 drawings and paintings completed in classroom work by the club's 35 active members. The Ohio Citizens Bank has asked each year for the loan of the exhibit for display at its main bank and all branches.

Meeting weekly for two-hour instruction sessions, club members, whose ages range from 15 to 76, may finish as many as five paintings a year.

While the club is constantly seeking new members, it is quick to point out that no talent is preferred. Its objective is to create interest in oil painting and drawing as a hobby. When a member becomes interested in further advancement he is directed to the Toledo Art Clan, a group of professionals and advanced students.

Summer, Junior bowling

Promotion-minded bowling proprietors, not to mention industrial recreation managers, should take keen interest in the successful summer, junior bowling program just concluded by The Chemstrand Corp. Employee Recreation Assn., Pensacola, Fla.

Starting at noon every Saturday, 152 children of Chemstrand employees, ranging in age from 8 to 15, rolled in league competition for eight weeks. Line fees were a mere 25¢ and shoes were provided free.

To equalize competition, the junior bowlers were placed in three leagues according to ages: League I, with six teams for 8, 9 and 10 year-olds; League II, eight teams, 11, 12 and 13 year-olds; and League III, six teams, 14, 15, 16 and 17 year-olds.

Bowling Champs Win $6,000

The Fin-Tag team of Fort Benjamin Harrison, Indianapolis, Ind., topped a record field of 2,669 teams to win the $6,000 first prize in the 24th annual Dayton (Ohio) Journal-Herald National Industrial Bowling Tournament.

Held over nine weekends in April and May, the three-game, handicap event is open to any industrial team whose players are bona fide employees of the company they represent.

Close behind the winning handicap total of 3141, Joe's Factory Workers of McCall's in Dayton posted 3135 to take the second place prize of $3,000. Third place and $1,500 went to the Shipping team from A. O. Smith, Tipp City, Ohio.

With its record number of entries, this year's tournament drew teams from 13 states and Canada. But for 1962, Tournament Secretary Harry Zavakos is aiming for 4,000 teams and a first prize guarantee of $10,000.

Silent Stars

Three players and the coach (see photo) from General Control Co.'s record breaking deaf basketball team, the "Valley Silents," led the U. S. team to the IX Deaf Olympics in Helsinki, Finland, Aug. 6-10.

Silents coach, Lou Dyer, who is also deaf, was chosen to coach the U. S. team which is composed of his own three stars and 15 other players from all over the nation.

Sponsored by General Control's Employee Recreation Assn., Glendale, Calif., the Valley Silents have taken the championship in the Farwest Athletic Assn. of the Deaf for the past three years. They have also placed high in the national tournament of the American Athletic Assn. of the Deaf.

In working closely with the Silents, Joseph Smith, General Controls ERA vice president, has noted that deafness is often an attribute in basketball.

"Crowd reaction, whether negative or positive, has virtually no effect on these men," Smith states. Vibrations of gym shoes on the hardwood, of the bounce of the ball, and of the referee's whistle account for their superior reactions and timing. Rarely do players miss referee signals and instructions from the coach, always given in standard sign language, Smith points out.

In Memoriam

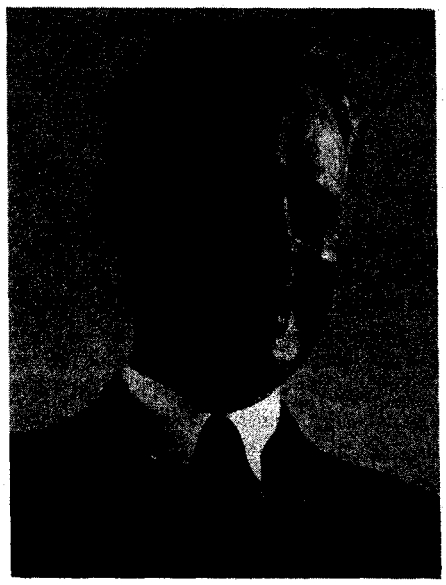
Harry N. Sellers, 65, former personnel services consultant for Ground Systems Group, Hughes Aircraft Company, Culver City, Calif., died June 12, of a heart condition.

Prior to his retirement last April, Sellers had been in charge of employee services at both the company's Culver City and Fullerton locations.

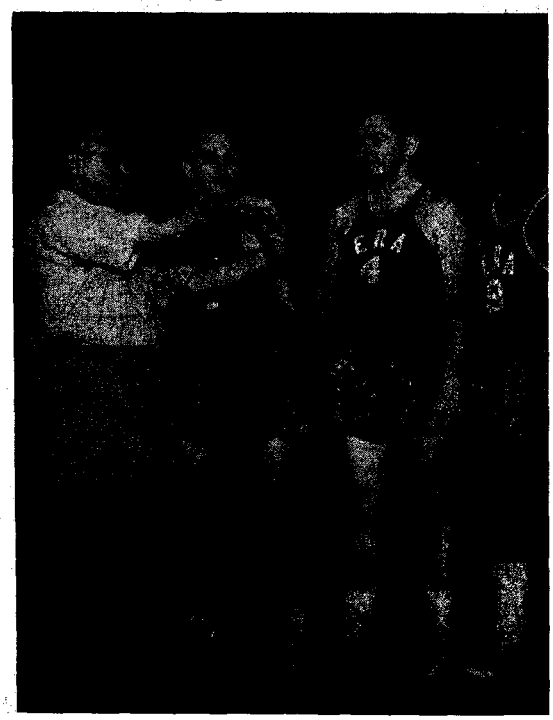
Active in the development of the Hughes Employees Association, Sellers represented his company in the National Industrial Recreation Association and served as NIRA vice president in 1954. He also served as chairman of the California Industrial Recreation Conference in 1957.

Early in his career, Mr. Sellers was a professional singer appearing with Kraft Music Hall radio programs in the 1930's.

Harry Sellers, former Hughes Aircraft Company recreation director, died June 12 shortly after retiring. Sellers was a NIRA vice president in 1954 (see story above).

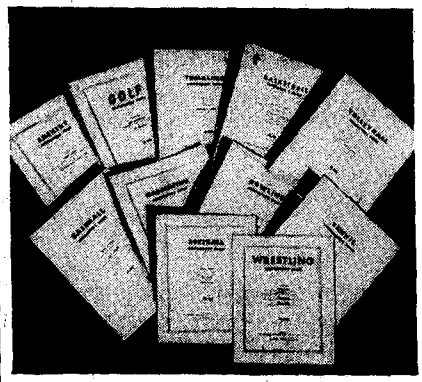


Silent instructions are given by Lou Dyer (l), U. S. Deaf Olympic Basketball coach, to members of the squad sponsored by General Controls Co., Los Angeles, Calif. (see story).



Instructor's Guides

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BOWLING	TENNIS
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A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

NIRA Postal Fish-A-Rama

Win a Fishing Trip

Only one month left to qualify employee anglers for expense-paid fishing vacation, other prizes

Time is running short for NIRA company members to enter their employee fishing champs and their top catches of the season in the 4th annual NIRA Postal Fish-A-Rama.

Sept. 16 is the last day entries can be accepted in competition for the first prize, expense-paid, three-day fisherman's holiday and a long string of other valuable awards and prizes.

National winners will be selected in each of 10 contest divisions (trout, largemouth bass, smallmouth bass, muskie, northern pike, salmon, walleye, pan fish, salt water fish and a special women's division).

These 10 division winners will then be judged by a panel of experts to determine the best catch, regardless of species, entered in the Fish-A-Rama.

While the division winners receive trophies and merchandise prizes, the "best catch" wins the coveted trip to North Manitou Island in Michigan. Owned completely by the non-profit William R. Angell Foundation, the Island is maintained in its natural state. No cottages mar the shoreline of beautiful Lake Manitou, and the fisherman never fears being rundown by a speedboat or water skier.

Smallmouth bass fishing on the Island is celebrated by sports writers and leading sportsmen as "the finest anywhere."

EASY TO ENTER

To enter the contest, employees merely complete the official entry blank with the necessary information on the fish caught (weight, length, type of bait and tackle, etc.) and send their entry to the National Industrial Recreation Association along with a nominal $1 entry fee.

The official Fish-A-Rama entry forms may be obtained from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Any employee of a NIRA member company is eligible to compete and may enter any fish he has caught during the period beginning Jan. 1, 1961 and ending Sept. 15, 1961. Entries must be postmarked not later than Sept. 16, to be eligible for judging.

There are no limitations on the number of entries which may be submitted by a single company or by any individual. Complete contest rules were published in the May NIRA Newsletter and June issue of R/M.

POSTAL ADVANTAGES

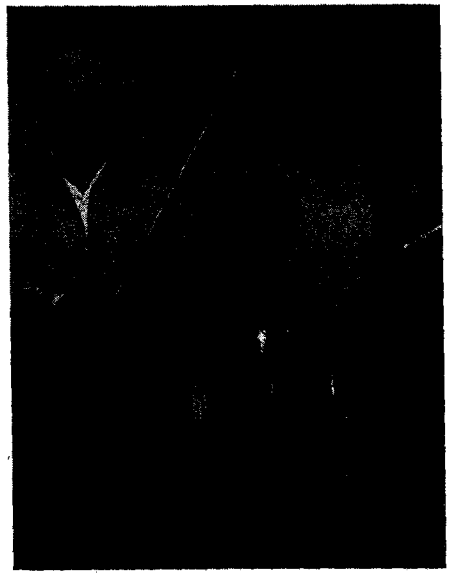
The postal Fish-A-Rama is one of a series of national contests sponsored by NIRA to help industrial recreation managers stimulate interest and participation in their respective programs.

"A postal contest of this type has many advantages," stated Don Neer, NIRA executive secretary. "Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition."

No travel or time from the job is necessary, and participation involves only a minimum expense.

For an over-worked recreation director it is a dream activity. All he has to do is make entry forms available to employees and publicize the event.

For companies which have no organized fishing activity, the Fish-A-Rama affords an ideal opportunity to get a program started.



Big catch of big bass caught on North Manitou Island is only a sample of what the all-species winner of NIRA's Fish-A-Rama can expect on his paid vacation.

RM THINGS TO WRITE FOR

Marina designers

Newly published second edition of the "Directory of Architects and Engineers" lists 74 firms and individual consultants specializing in boating facilities design.

The only listing of its kind, the directory has been compiled to meet the needs of boat clubs and other organizations interested in building new and improved boating facilities.

Before an architectural or engineering firm is listed in the directory, it must present evidence of experience in the design and construction of piers, marinas, docks, launching ramps or other boating facility construction.

Government Relations Dept., Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill., single copies free

Automatic vending directory

The 1961 edition of the complete source book of the automatic vending industry has recently been released by its publishers, the National Automatic Merchandising Assn.

The "Blue Book of Automatic Merchandising" features 214 pages of illustrated information about the fast-growing industry including directory listings of vending machine manufacturing companies, vendible products suppliers, manufacturers of component parts and services and operating company members of NAMA.

Each listing gives comprehensive data on the types of products manufactured or supplied and the names of key company executives.

National Automatic Merchandising Assn., 7 S. Dearborn, Chicago 3, Ill., single copies $3, additional copies $1.50 each.

Canine catalog

"Where to Buy, Board or Train a Dog," a new 68-page booklet, is a national listing of breeding, boarding and training kennels. Classified geographically, the directory provides information on the breeds kept and the boarding or training facilities provided at each kennel.

In addition, the booklet contains valuable tips on buying a puppy, and—for those already owning dogs—making use of facilities of a boarding or training kennel.

Gaines Dog Research Center, 250 Park Ave., New York 17, N. Y., free

Football fatalities

Chances of incurring a fatal injury in high school or college football are set at 50,000 to 1 odds according to statistics published in the 29th annual survey of "Football Fatalities," published this year.

Prepared for the American Football Coaches Assn. by Dr. Floyd R. Eastwood, NIRA founder and first president, the report analyzes all direct and indirect football fatalities occuring since 1931 in sandlot, high school, college, semi-pro and professional play.

The American Football Coaches Assn., Box 1083, Hanover, N. H., free

Swimming pool guide

The 1961 edition of the "Swimming Pool Data & Reference Annual" contains 400 pages of helpful information on planning, constructing, operating, maintaining and servicing swimming pools.

Included with the Buyer's Guide & Directory are other chapters on organizing the swim club, check list for opening day and other timely, useful material.

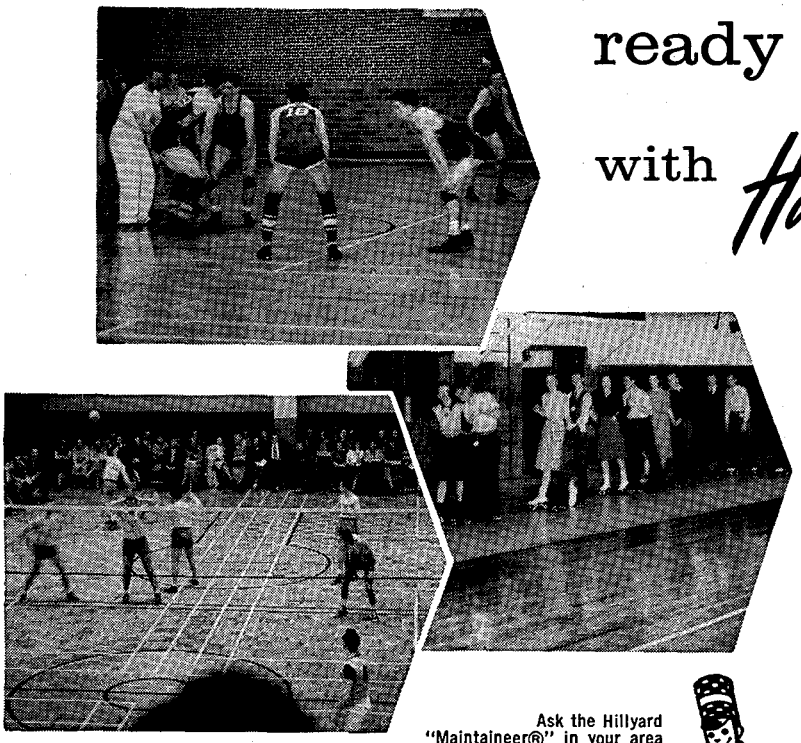
Swimming Pool Data & Reference Annual, 425 Park Ave., New York 16, N. Y., $5

Sportsman's wish book

Red Head division of Brunswick Corp., century-old manufacturer of hunting and fishing equipment, has issued its new 1961-62 catalog featuring the introduction of sleeping bags and the addition of three models to its line of quality hunting books.

The new catalog also features insulated hunting coats, vests, caps and underwear and other accessories as well as Coast Guard-approved marine safety equipment. The catalog also shows several new models in Red Head's boot line.

Sports Products Division, Brunswick Corp., 623 S. Wabash, Chicago 5, Ill., free



ready for all activities with Hillyard CHAMPION TROPHY® GYM FINISH

This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

HILLYARD

Ask the Hillyard "Maintaineer®" in your area to draw up a maintenance program for your floor —also for tips on preparation for dances, etc. He's "On Your Staff Not Your Payroll."

FLOOR HILLYARD TREATMENTS



HILLYARD St. Joseph, Mo., Dept. P-6

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HELP WANTED

Male, unattached, between ages 35-55. Salary $3,600 plus full maintenance to start. Right person can eventually assume major responsibility operation of home for aging blind. Must have good background of recreation or related experience in institutional or agency setting. Permanent position, fringe benefits. Burrwood Industrial Home for the Blind, Arthur E. Copeland, Director, Cold Spring Harbor, Long Island, N. Y.

Executive Director, American Recreation Society. Salary range: $9,000 to $12,000 plus travel account. Desire grad of college or university of recognized standing with master's degree in recreation, group work or equivalent, 10 yrs experience in professional recreation work, including 5 yrs admin. duties or equivalent combo of education and experience. Send 7 copies of biographical sketch and 3 photos to Jesse A. Reynolds, Chairman of Past Presidents, The Mosque, Richmond 20, Va.

POSITIONS WANTED

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

Director of multi-phase recreation program for largest organization in state seeks greater challenge. B.S., M.S., married, two children. Salary, $12,000.
CP-32—RECREATION MANAGEMENT

---

14 years experience all phases of recreation including 12 as municipal director of parks & recreation. Married, age 40. Minimum starting salary: $5,500.
CP-34—RECREATION MANAGEMENT

---

15 yrs rec exp. including 11 in supervisory capacity U.S. Army special services and 4 yrs boys' camp director. Woman, interested in similar job with industry in Chicago area.
CP-35—RECREATION MANAGEMENT

Masters degrees in group work, counselling and personnel. 18 yrs experience in counselling and directing youth and adult activities in community center, Army and V. A. Age 40, married. Available immediately. Salary $7,000.
CP-36—RECREATION MANAGEMENT

M.E. in physical ed. 9 yrs high school coach spending summers with industry and municipal recreation depts. organizing sports and social activities. Married. Salary: $7,200.
CP-37—RECREATION MANAGEMENT

M.S. in P.E. Admin, 4 yrs as asst college prof. in P.E. and recreation, 2 yrs as municipal park and recreation director. Experienced in administrating all types activities. Salary: $8,750.
CP-38—RECREATION MANAGEMENT

R/M LETTERS

Gratifying, worthwhile
I certainly enjoyed the past conference. Congratulations on the fine work you are continually doing to help us fellows out in the field. My association with NIRA has been the most gratifying and worthwhile experience I have had since getting into recreation for a livelihood.
R. E. Ellington, Recreation Counsellor
Kaiser Alum. & Chem. Corp., Ravenswood, W. Va.

Excellent conference
I would like to take this opportunity to congratulate you and your staff on an excellent conference. I hope that I can look forward to attendance at many more of the NIRA meetings.
Cam Haslam, Recreation Supervisor
The Boeing Company, Seattle, Wash.

Growing in stature
You have no idea how NIRA has grown in stature; just ask a wife whose last national convention attendance was 1944!
Mrs. Floyd R. Eastwood
Granada Hills, Calif.

Real success
I was very impressed with the total convention and feel that it was a real success. We had an opportunity in our booth to visit with many industrial recreation directors and feel that our exhibit space was well worth the time and expense.
Jim Dee, Director, Shooting Development
Sportsmen's Service Bureau, New York

Delighted
This was the first NIRA Conference I have had the opportunity to attend. I was indeed delighted with the program, seminars, exhibitions and other phases of the Conference.
Ken Leonard, Activities Supervisor
Salt River Project ERA, Phoenix, Ariz.

Busy time
The conference program certainly was an active and interesting one. I had a busy time attempting to keep up with the seminars and exhibit. Congratulations to all for a job well done.
John W. Cowles, Travel Bureau
N. Y. State Dept. of Commerce, Albany

Tops!
Again may I congratulate you, your staff and all concerned on the outstanding conference. Just as in Detroit last year, the organization, speakers, exhibits, panels, food and the entertainment were tops!
T. E. Smith, Director of Recreation
Texas Instruments Inc., Dallas, Texas

Privilege to belong
It was sure nice to gather once again with the many NIRA members and to exchange not only friendly greetings but many ideas so important in furthering our objectives. I would not want to miss this if I could help myself. Always NIRA minded, it's a privilege to belong.
Michael J. Brecka, Recreation Director
Motec Industries, Inc., Hopkins, Minn.

Dynamic
The fine array of exhibits and the impressive list of consultants at the various conference sessions represent a tribute to the dynamism of NIRA.
Fred Towns, Tourist Promotion Agent
State of Mich. Tourist Council, Lansing

Good job
The convention was great, you did a good job.
Herbert Jennings, Sales Representative
Game-Time, Inc., Litchfield, Mich.

Touch of experience
A sincere thank you to you and all your fine committee for NIRA's 20th anniversary Conference & Exhibit done with the "touch of experience." It is our hope that we in the Twin Cities in '63 can compare our efforts in a satisfactory measure to yours.
Warren Wallgren, Recreation Supervisor
Theo. Hamm Brewing Co., St. Paul, Minn.

One of the finest
In talking to the members, I gathered they thought this Conference was one of the finest that you have had.
Ray Detrick, Manager Special Activities
Goodyear Tire & Rubber Co., Akron, Ohio

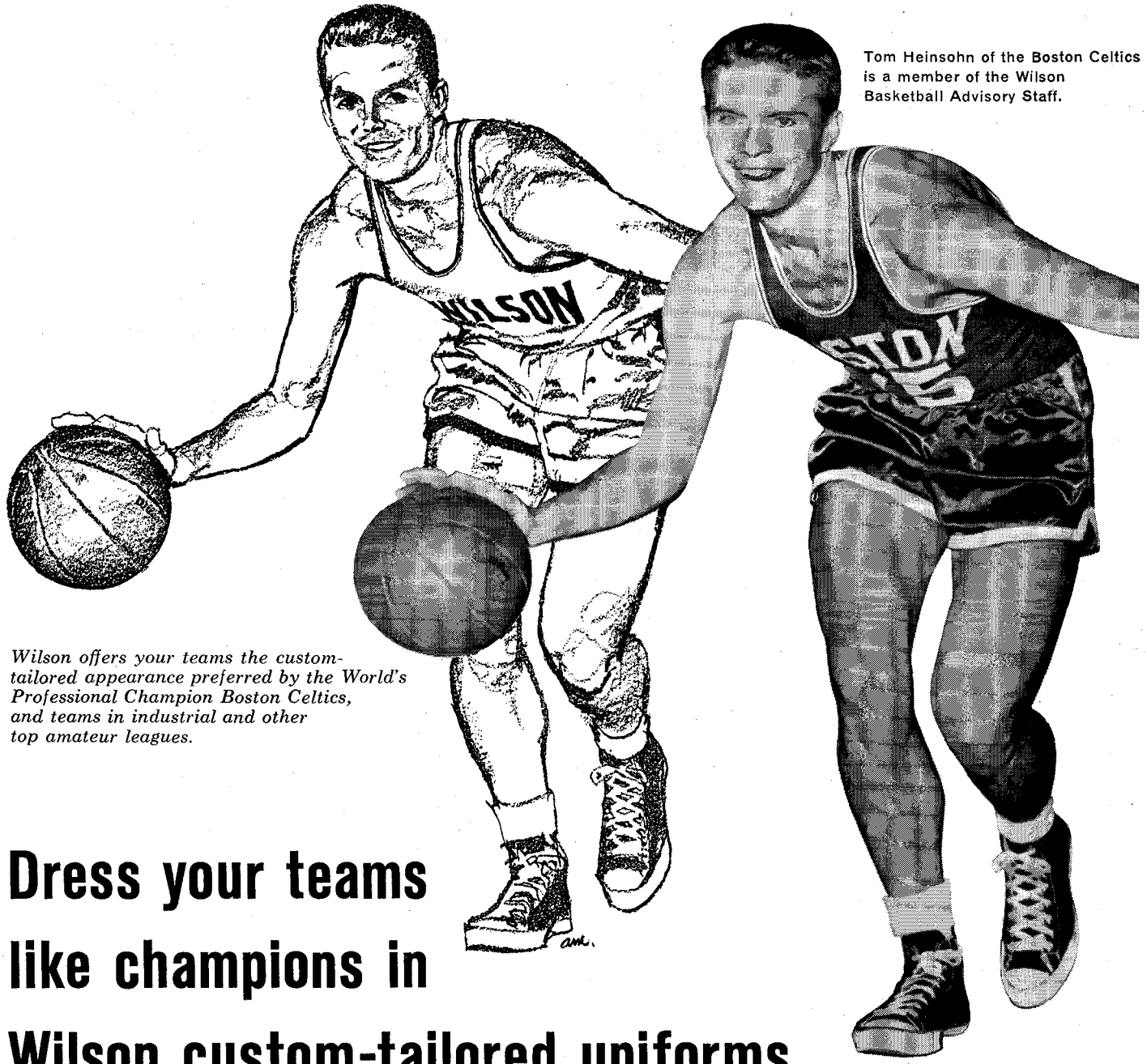
Well done
In all, I thought the Conference was an excellent one. Congratulations! Well done!
John G. Tutko, Recreation Director
Headquarters USAF, Washington, D. C.

Marvelous
All of us at State Farm enjoyed the Conference and think you and the Chicago people did a marvelous job with it.
Edith Campbell, Supervisor, State Farm
Employees Activities, Bloomington, Ill.

R/M in demand
Please send three additional subscriptions to your magazine. Added interest in your articles has accounted for our increase in subscriptions as many of our people have been asking for a copy of your magazine and we don't seem to have enough to go around.
Mrs. Donna Elliott, Ladies Vice President
Polymer Recreation Club, Sarnia, Ont.

Investment story clicks
You certainly did a very excellent job in dealing with the subject of investment clubs ("Friday Night Tycoons," May R/M), and we are also very pleased at the many fine investment opportunities club members find in the "leisure" industry.
Thomas E. O'Hara, Chairman
Nat'l Assn. of Investment Clubs, Detroit

Research report
We were delighted with the use that you made of material from our Research Conference. Ken Wells, our Director of Research, thought it was well done ("What Interests Should Boys' Programs Meet?" June R/M).
C. M. Tribur, National Director of Civic Relationships, National Council Boy Scouts Of America, New Brunswick, N. J.



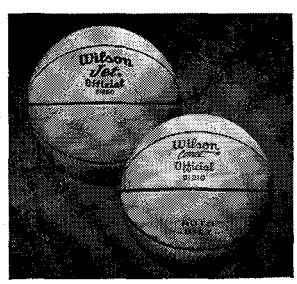
Tom Heinsohn of the Boston Celtics is a member of the Wilson Basketball Advisory Staff.

Wilson offers your teams the custom-tailored appearance preferred by the World's Professional Champion Boston Celtics, and teams in industrial and other top amateur leagues.

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Hundreds of leading basketball teams choose Wilson uniforms for the flashing colors and distinctive styling that represent a winning attitude. Wilson custom-tailored uniforms are performance patterned and fitted for a neat, confident appearance. Top quality materials give longer wear. Choose from a variety of styles in 18 fabrics and 24 vivid colors that reflect company spirit.

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THE WILSON JET® is precision built with Last-Bilt construction for true balance and perfect roundness. Selected pebble grain leather for finger-tip control.

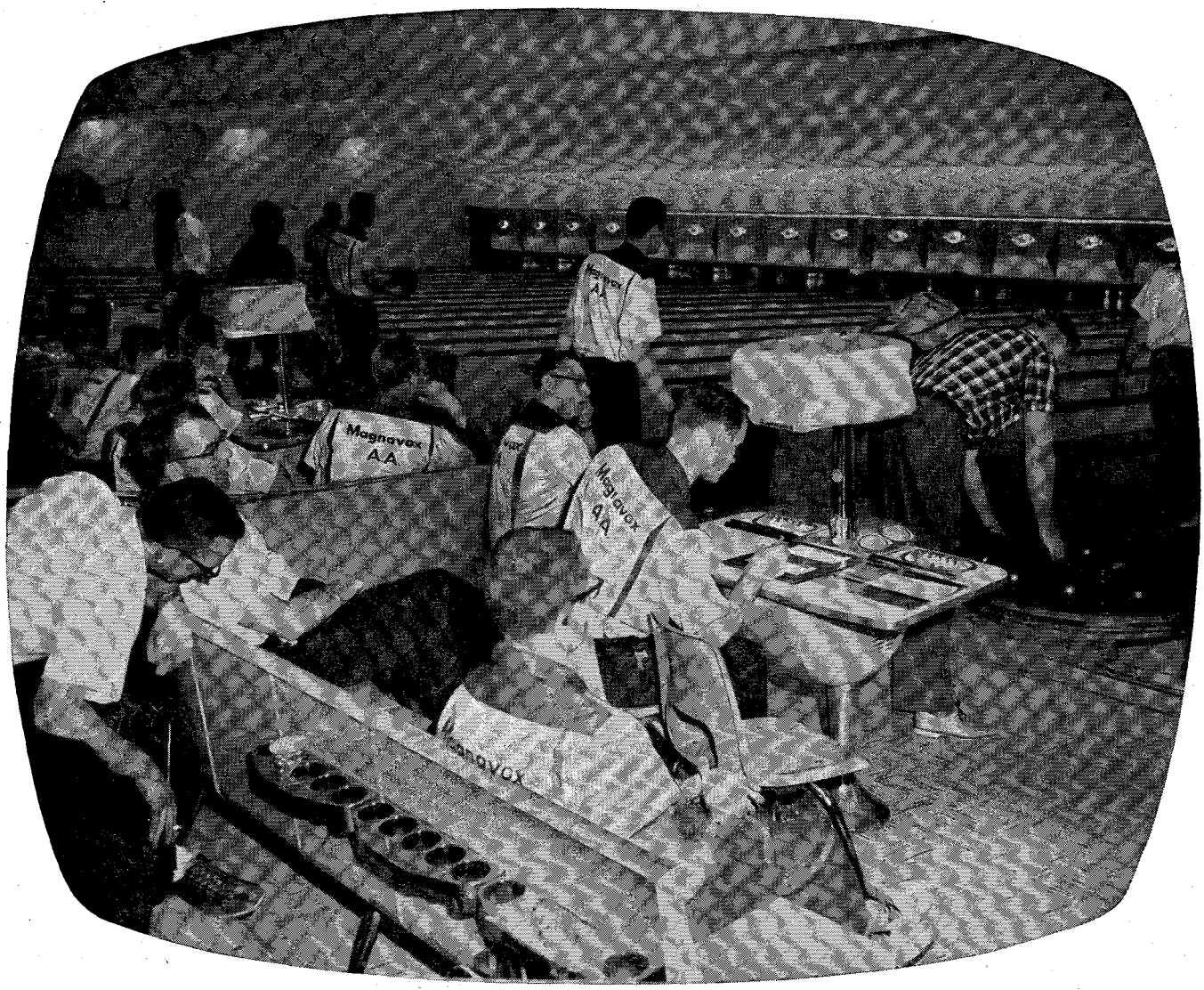
THE WILSON COMET features exclusive Roto-Bilt construction with nylon wound carcass for perfect playability.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

TEAMWORK GROWS AT MAGNAVOX ...AS BOWLING LEAGUES TRIPLE IN SIZE!



"Bowling here at Magnavox has increased almost 200% in the last 6 years!" says Mr. John Stage, Manager of Employee Sales and Services. "The members of our leagues represent groups from factory worker to top level management, all bowling together."

For 28 years, the men and women at Magnavox have been building teamwork! There are no white collars or blue collars when you're bowling. This same team effort between employer and employee reflects itself in better company relations year in and year out. Bowling has universal appeal for the young and old, men and women, novice and expert . . . and bowling is one of the least expensive company-sponsored sporting activities. Let bowling work for you!

If you would like more information on how to organize bowling league activities for your company, write the Brunswick Corporation, Box E, Recreation Department, 623 South Wabash Avenue, Chicago 5, Illinois.

The No. 1 name in Bowling

Brunswick
CORPORATION

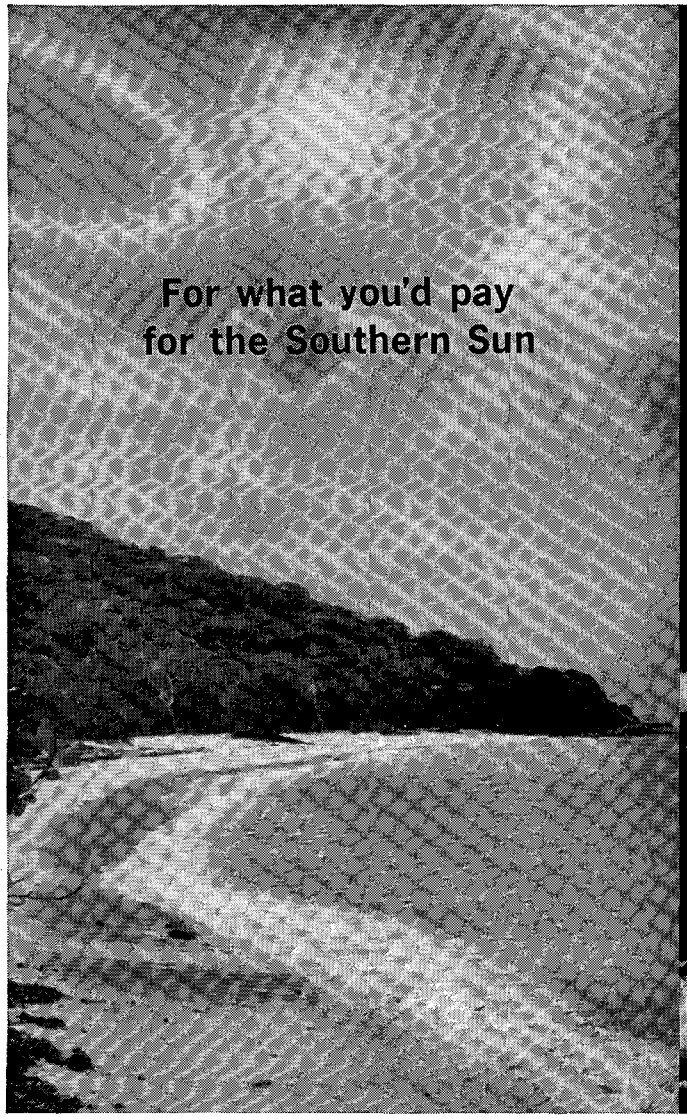
September • 1961

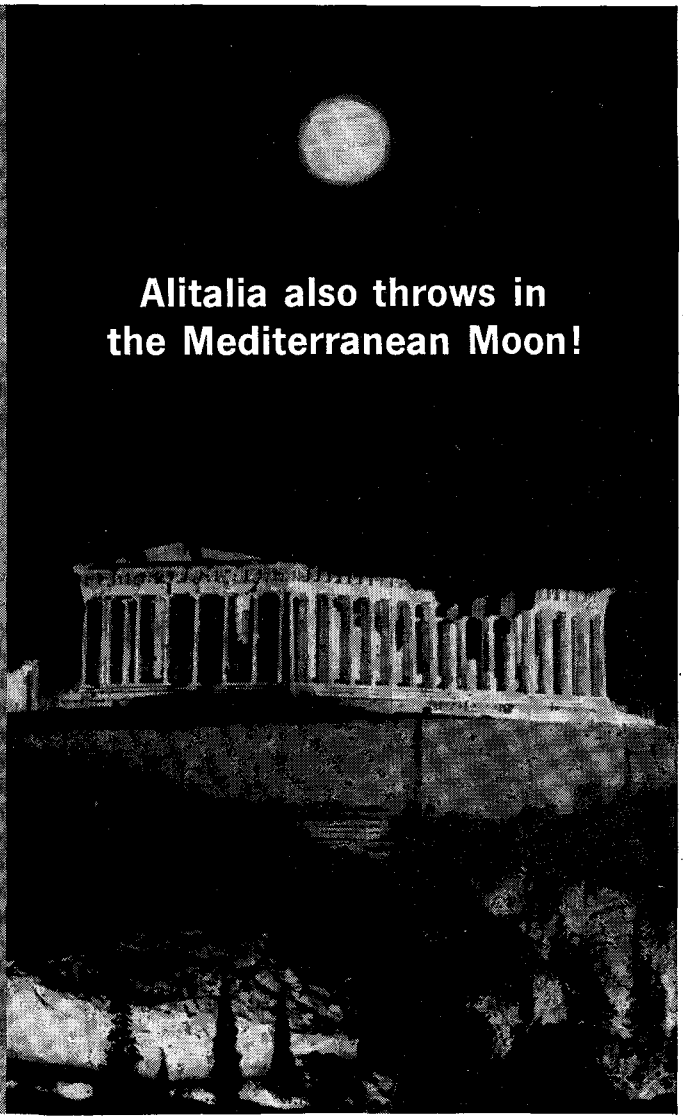
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY







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SEPTEMBER 1961 *Vol. 4, No. 9*

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

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We count on recreation to retain the identity of individual employees

Sometimes, in this modern day environment of rush, rush, rush, it becomes quite necessary to step back and take a good, hard look at where we are going and where we have been.

This is quite true at Aerojet-General Corporation, where we are working around the clock on a wide variety of major missile and space projects. This is just as true at Aerojet regarding our industrial recreation program.

Even as Aerojet grew from 1,000 employees in 1950 to 24,000 in 1960 and 27,500 today, industrial recreation played a very important part in our overall program. I am confident it will be ever so. Thus, we must occasionally stop to reflect on where we are going and where have we been in industrial recreation at Aerojet.

Ever since the beginning of our Corporation, President Dan Kimball and myself have been strong advocates of suitable, sensible programs to interest our employees in their leisure hours. We were especially happy when our plant in Sacramento, California, grew to the size where it could support a large-scale recreational program, complete with gymnasium, softball diamonds, swimming pool, tennis courts, club meeting rooms, and the other appropriate facilities. We looked to the National Industrial Recreation Association for advice in the planning of our program and facilities, and received invaluable help in response to each of our requests.

We were indeed quite thrilled and honored when we won the 1961 Helms Athletic Foundation Award for the Outstanding Industrial Recreation Program in North America the first year of operation of our new Employee Recreation Center.

The Center, staffed by a highly competent and keenly trained group of recreation specialists, offers a program tailored to meet the individual needs of each of our 17,500 employees in Sacramento. The activities range through the full spectrum of sports, social affairs, recreational functions and educational programs. Employees can learn anything from photography to skin diving, take part in various athletic leagues or just relax around the pool, patio or picnic areas.

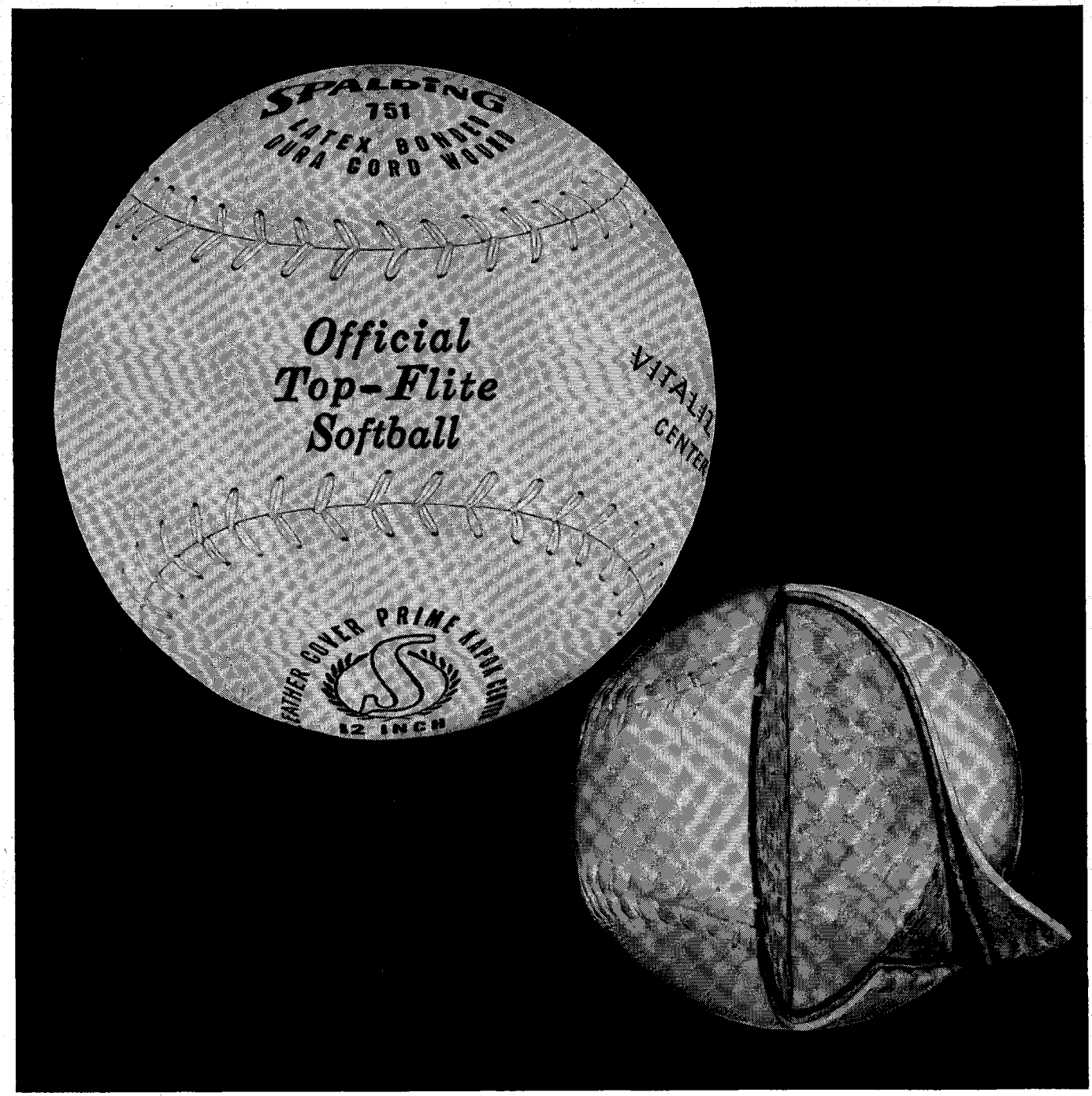
We use our Recreation Center in Sacramento as a focal point for family activity. We like to encourage family gatherings, and have a full schedule of children's activities, including special movies, a summer day camp, junior hunter safety lessons and similar programs. Children even have their own special course in effective public speaking.

With an organization the size of Aerojet-General Corporation, sometimes it is difficult to retain the identity of one big happy family among all of the employees. We count on our recreation programs to help achieve that goal.

Where are we going and where have we been? We at Aerojet have long worked for an exceptional recreation program. In the years ahead, we will continue to use all of the best means available to insure a complete recreational program for our employees.



A. H. Rude
Chairman of the Board
AEROJET-GENERAL CORPORATION



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HELMS REPORT, Part I: *Summaries of the 1961 Helms Industrial Recreation Award winning programs*

Story of a champion

Aerojet-General Corp. with its excellent facilities and dynamic program wins industrial recreation's highest honor

Much more than elaborately praising one company's efforts to provide voluntary recreation for its employees, the story of a Helms Industrial Recreation Award champion teaches the important role industrial recreation has come to play in modern industry. It serves as a case history of how program objectives can be met. It reflects the high standards recreation has achieved throughout industry.

This, especially, is the case with Aerojet-General Corporation in Sacramento, Calif., winner of the 1961 Helms Industrial Recreation Achievement Award.

A product of the space age, this relative newcomer to industry has mushroomed from 1,000 employees in 1950 to a total approaching 28,000 today. Concerned primarily with the research, development and manufacture of rocket propellants and missile tracking and guidance systems, the firm employs 17,500 at its award-winning Sacramento plant.

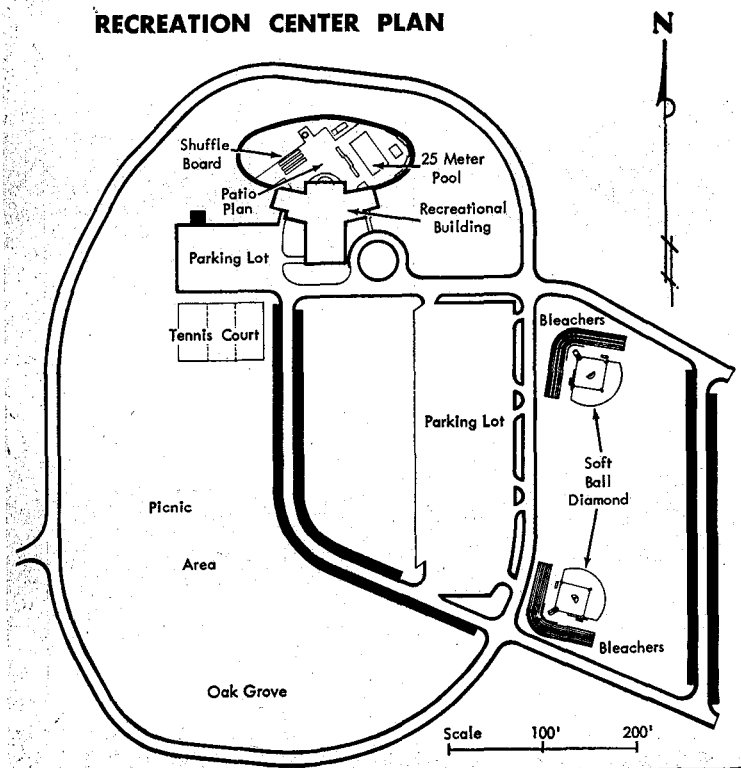
In this setting of advanced technology with its highly trained and educated employees and automated manufacturing operations, Aerojet management from the outset has planned and provided for a complete program of employee activities (see "Top Management Speaks," page 4).

This policy plus enthusiastic employee support of all phases of the recreation program support highly significant industry-wide trends which show increasing reliance on recreation in employee-management relations.

This was also illustrated by the closeness of the contest, despite the outstanding quality of the Aerojet program. To win the Award, Aerojet first had to be selected as most outstanding in the contest classification for NIRA member companies with more than 10,000 employees. Then the firm was pitted against the other four company-size classification winners: Flick-Reedy Corp., Faultless Rubber Co., State Farm Insurance Companies and Minnesota Mining and Mfg. Co.

However, no other entry could match Aerojet's brilliant recreation achievements during the 1960 contest year when

RECREATION CENTER PLAN



TOTAL RECREATION PARTICIPATION: 1960

Activity	*On Plant*	*Off Plant*	*Total*
Organized Sports	30,470	9,321	39,791
Recreational Sports*	24,685	——	24,685
Club Groups	32,696	503	33,199
Social Activities	48,258	2,130	50,388
Swimmers	54,022	——	54,022
Spectators	164,250	7,968	172,218
	354,381	19,922	374,303

Sports: (19 associations) softball, archery, horseshoes, physical fitness, basketball, bowling, skeet & trap, golf, judo, skiing, tennis, rifle & pistol, baseball, badminton, volleyball, rod & gun, table tennis, skin diving and sports officials association.

Club Activities: (12 clubs) camera, model airplane, railroad, gold panning, boat, Rockkrafters, Horsemen's Assn., movie camera, sports car, investment, radio, Toastmasters and new club development committee.

Social Activities: (eight organizations) bridge, chess, wives, drama, ballroom dance, square dance, organ and Rocket Teens.

*Recreational sports are those activities which do not consist of organized teams, leagues or individual standings.

the company completed its extensive recreation center (see photos and diagram), added 23 new activities to its already comprehensive program and attracted a total of 374,303 participants (see table below).

Ultra modern in every construction detail as well as in its conception, the recreation center and the surrounding area provide, among other facilities, a gymnasium, swimming and wading pools, tennis courts, coffee shop, meeting rooms, softball diamonds, equipment storage, locker rooms, picnic and playground areas.

ADD 23 NEW ACTIVITIES

The 23 new activities brought the total of organized sports association and hobby and social clubs to 39, but do not include other "first time" activities such as the Children's Day Camp and Employee Hobby Show. Expanding other "nonorganized" activities, the recreation program included an average of four special events each month, 44 departmental dances and 22 picnics.

Developed step-by-step according to a carefully outlined plan, Aerojet's award-winning program was established by C. W. Hosier, manager of special services, under direct assignment from Board Chairman Arthur H. Rude and President Dan Kimball, who ardently advocated the program and pursued it from conception through operation.

Day-to-day administration of the program is expertly handled by Lee Corbin, recreation center manager, and three full-time recreation coordinators, each responsible for a specific phase of the program: sports, club or social. Part-time staff members include a pool supervisor and 12 life guards and locker room attendants.

The company owns the capital investment in facilities and pays recreation staff salaries. Vending machine income, collected by the company, is used to cover facility maintenance costs.

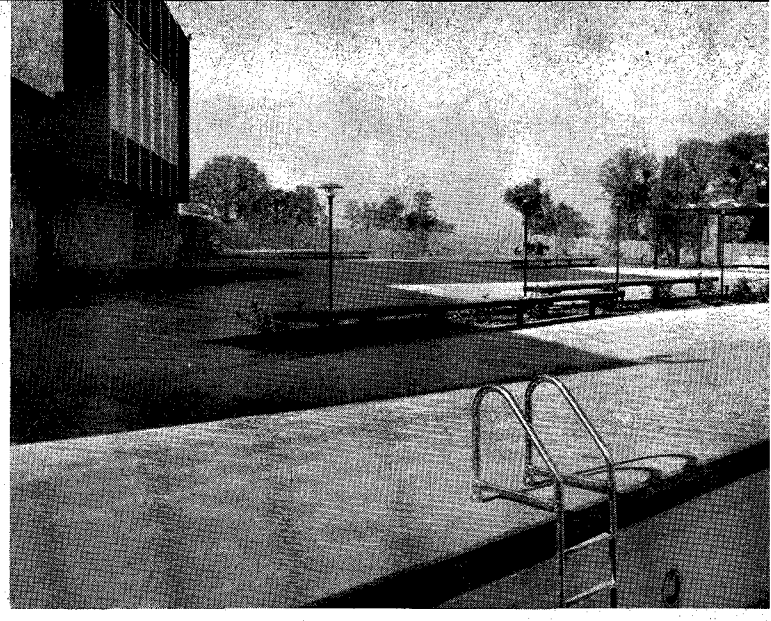
All other phases of the program are financed by special activity fees and voluntary $4 memberships in the Welfare & Recreation Club. Composed of the 39 organized clubs and associations, the W & R Club sets general activity policy, allocates funds to support club activities and makes individual employee welfare grants-in-aid. The 11 members of the W & R Board of Directors are selected in a plant-wide election.

WELL-FUNDED, WELL-ATTENDED

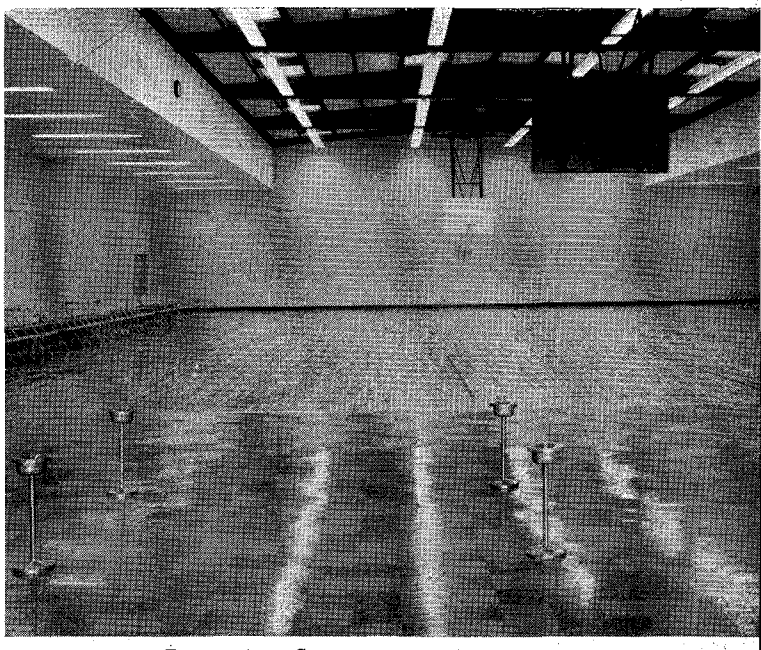
Prepared by the appropriate club representative and recreation coordinator, activity budgets are reviewed by the recreation center manager before presentation to the W & R Board of Directors. Funds are normally provided for capital, instruction and junior programs, but any item normally furnished by an individual for personal use will not be approved.

Strongly emphasizing full family participation, every club and sports association has initiated its own junior program, and the recreation staff has launched a voluntary instructors training program for its highly successful children's day camp. Other leadership training programs include sports officials clinics, Toastmasters instructional program and a speakers bureau.

Blood banks, lending library, good citizens campaigns, Toys for Tots drives, fire fighting demonstrations, ticket sales, even a Horseman's Club hunt for lost children in the mountains, while far from being a complete list, prove the amazing diversification of Aerojet's program and its well deserved claim to industrial recreation's highest honor.



Recreation Center patio, swimming pool in foreground



Recreation Center gymnasium



Recreation Center lounge

Certification of Industrial Recreation Administrators

PROFESSIONAL RECOGNITION

Long-awaited program certifies professional qualifications of industrial recreation leaders

To identify industrial recreation leaders and to verify their professional abilities, a long-awaited, voluntary certification program has been established by the National Industrial Recreation Association.

Similar in intent to plans for architects, accountants and other professions, NIRA's program for the Certification of Industrial Recreation Administrators (CIRA) certifies that the persons who meet its prescribed standards are professionally qualified by training and experience to conduct and administer industrial recreation programs.

QUALIFICATIONS

Since NIRA memberships are held by companies, not individuals, the CIRA program also serves to identify those persons working in industrial recreation and to recognize their personal achievements.

To qualify for certification under the CIRA program, an applicant must meet one of the following experience-training standards:

- Five year's experience as a recreation administrator or supervisor with a minimum of one year in industrial recreation, or
- One year's experience in industrial recreation and a baccalaureate degree in recreation, or
- Two year's experience in industrial recreation and a baccalaureate degree in a related field, or
- Three year's experience in industrial recreation and a baccalaureate degree.

All applicants who meet one of these requirements plus high standards of character will be reviewed by the Certification Committee without further examination until Jan. 4, 1964. After the 1964 "blanket-in-date," however, an applicant must also pass an appropriate examination to qualify for his certificate.

Applicants need not be employed by a NIRA member company nor must they be engaged in industrial recreation at the time they apply. These provisions were approved since company membership and present occupational status have no bearing on an individual's proven ability to administer industrial recreation programs.

The potential value of CIRA is far-reaching. Most important, the plan is the only formal effort which encourages, measures and recognizes the high standards of service and professional responsibility of recreation leaders serving business and industry. Thus, CIRA will contribute greatly to raising the level of industrial recreation management.

OBJECTIVES

This goal will be reached through the following specific objectives of the plan:

- To encourage better professional recreation management.
- To make available to industrial recreation administrators, on a voluntary basis, a procedure for recognition of personal achievement.
- To raise job requirements and status of recreation administrators.
- To interest capable persons in entering the profession.
- To give all qualified recreation leaders identity in the profession and a voice in its affairs.

This last point has been advocated by many recreation administrators who, by the nature of NIRA organization, are not entitled to a vote or to hold NIRA office. Even the person named as the NIRA member company representative is literally and in practice a "company representative" and does not participate or belong to NIRA as an individual.

The merits of the CIRA program have already been endorsed by industrial recreation administrators. This is supported by the large number of applications submitted to the NIRA offices immediately after the announcement of the plan in the June-July NIRA *Newsletter*.

These applications plus others submitted during the next two months will be considered for acceptance at the Certification Committee's first meeting, Oct. 21.

ADMINISTRATION

The Certification Committee will consist of a NIRA past president, serving as chairman, and two other members appointed by the President of the Association. The NIRA Executive Secretary will serve as a non-voting member of the Committee and will maintain all CIRA records.

Completed applications must be submitted with the $10 filing fee which will be refunded if the applicant is not accepted. The annual renewal fee is $5. Fees collected will be included as a separate itemization in the NIRA annual report.

Application forms and rules may be obtained from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

Under discussion for the past several years, the certification plan was developed by a special committee appointed last fall and approved by the NIRA Board of Directors, June 15. Headed by Martha Daniell, Nationwide Insurance, the committee included Verne Vaught, Continental Steel Corp.; Fred Canaday, General Motors Corp.; George Bennett, Air Reduction Co.; and Chet Pellegrin, The Detroit Edison Co.



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"Down-on-the-farm"

FUN FAIR

County fair theme brings McDonnell Aircraft's annual picnic a successful blend of old fashioned home economics exhibits, modern hobby demonstrations

An industrial version of the County Fair came to McDonnell Aircraft Corp. this summer with all the special exhibits, entertainment and nostalgia of the down-on-the-farm original.

The occasion: the annual company picnic, better known as the "Fun Fair," which always attracts at least 20,000—that's right, 20,000—McDonnell employees, their families and friends.

Planning arrangements for a group that size is one story. But concocting a program that will attract that many people year after year is a problem all its own.

PERFECT COMBINATION

When McDonnell Recreation Director Bert Granville and his picnic committee hit on the idea of the county fair theme, they had cleared a major hurdle in making their 1961 event measure up and, hopefully, beat the best performances of the past.

The plan looked like a perfect combination: retain the regular picnic games and other activities that have been successful, then add the exhibits and attractions that make county fairs so popular in rural America.

County fair exhibits of fancy needlework, custard pies, canned goods and other home economics arts were not difficult to duplicate. But what would be the McDonnell equivalent of livestock and other agricultural displays?

The solution was a natural: individual employee hobby exhibits and demonstrations by McDonnell recreation clubs. Thus, the hobby clubs and their members had a direct interest in the success of the Fun Fair.

To complete the theme, the picnic planners arranged for clowns to circulate through the crowds on the big day and booked several professional, circus-type acts. Carnival rides such as the Ferris Wheel and miniature train were already available at the picnic site in Blanchette Park, St. Charles, Mo., just outside St. Louis.

Thus, the pattern was set and developed into the following schedule of events:

- *8-10 a.m.*—Bait Casting Contest
- *9 a.m.-4:30 p.m.*—Home Economics Exhibit (canning, quilting, sewing and baking)
- *9 a.m.-4:30 p.m.*—Retiree Hobby Display
- *10 a.m.-12*—Races and games
- *12-1 p.m.*—Model Air Show
- *12-1 p.m.*—Softball Game: First Shift vs Second Shift
- *12-4 p.m.*—Auto Concourse (Sports Car Club exhibit)
- *1-1:30 p.m.*—Scuba Exhibition
- *1:30-2 p.m.*—Judo Exhibition
- *2:30-4:30 p.m.*—Entertainment and Attendance Prize Drawings
- *4:30-6 p.m.*—Space Belle Coronation

The morning of the Fun Fair

Space Belles' Coronation (left) completed the busy day's festivities when the 12 McDonnell beauties were driven to a specially built stage by members of the Sports Car Club. Popular picnic games were not crowded out of the full schedule, however. ***Women's balloon blowing contest*** (right) along with many types of adult games and races, softball, horseshoes and bait casting attracted many participants.

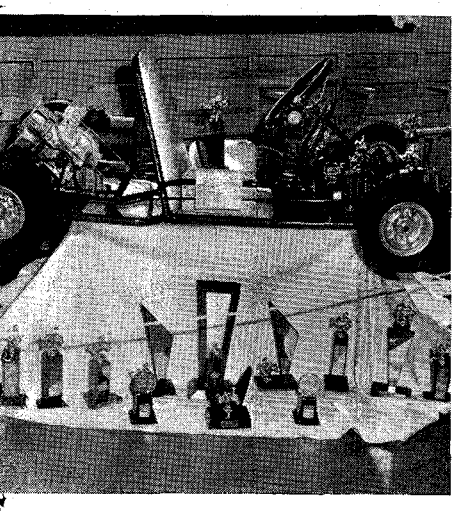








Special demonstrations included employee Model Air Show and Scuba Exhibition plus the Hobby Contest's prize winning go-kart and a mock-up of McDonnell's Mercury space capsule.





dawned clear and bright with McDonnell families guided on their way by a huge, tethered balloon floating hundreds of feet above the picnic site.

Following the official welcome by the mayor of St. Charles and the ever-popular bait casting contest the doors of Blanchette Park's Memorial Hall swung open for the Home Economics and Arts Exhibit.

Unproved to that moment, the exhibits turned out to be the outstanding new feature of the Fair. More than 120 entries, from leathercraft to mosaics, knit goods and fancy pastries, were shown. Grand prize, as judged by local community experts, was awarded to a McDonnell retiree for his outstanding wood carvings.

The other "county fair style" events also drew big crowds. Picnickers were thrilled at the Model Air Show as the hobbyists landed their small craft on model aircraft carriers, flew on speed runs, acrobatic maneuvers and precision flying. But a screaming model of a jet plan (photo above) was the hit of the show.

As with the model flyers, the Sports Car Club staged an exhibition rather than an actual contest. The Auto Concourse was filled by 36 entries with a 1934 Rolls Royce winning the best of show award.

JUDO, SCUBA AND SUN SPOTS

The Judo Exhibition, with both the men's and women's clubs participating, also proved to be a potent crowd gatherer, as did the Scuba demonstration staged by employees in the park pool.

But this was not all. The Astronomy Club provided a telescope for observing sun spots, and the Coin and Stamp Club displayed their rare collections. Exhibits were also submitted by the McDonnell Fire Department, Civil Defense, Safety and Medical as well as the Personnel Department's presentation of employment benefits.

Another new wrinkle was a special booth for Mo-skeet-o, a .22 caliber version of trap shooting. Equipment was provided for horseshoes and corkball, and an archery demonstration was conducted by Al Hoyt, nationally famous bow expert.

CIRCUS ENTERTAINMENT

The theme was carried one step further as professional circus acts featured trained dogs, unicycle and a chimp along with several musical numbers.

Add to this such regular Fun Fair highlights as the annual grudge softball match between the first and second shifts, the colorful Space Belles Coronation, adult and children picnic games, swimming and other "typical" picnic activities. No wonder that the consensus of employee opinion ranked the county fair picnic as one of the best ever.

Carnival rides such as the Ferris Wheel (left) were available on the park site, and ***sack races*** (center), penny scrambles, foot races and many other special contests delighted the children. ***Retirees' hobby display*** (right) which exhibited an amazing variety of leisure pursuits was a highlight of the Fun Fair. Other exhibits showed employee skills at canning, sewing, baking, quilting and other home arts and crafts.









***B & W's* first alleys** were opened by this team in January 1924. Harvey Dilgard (2nd from left) is the only surviving member, but still bowls with the B & W Vets (see photo below, right).

Since 1918 . . .

ALWAYS ADDING SOMETHING NEW

Continually growing in size, building its own lanes, adding new leagues, Babcock & Wilcox bowling is ready for its 44th and best season

"Something old, something new . . ." is a saying which can be applied to The Babcock & Wilcox Company's bowling program which is presently rolling into its 44th pin season.

"Something old . . ." refers to the Vets, name of the original B&W kegling quintet which represented the company in Barberton, Ohio's Magic City Industrial League in 1918. They were a top team in the area and ruled the industrial loop for a few seasons.

B&W's inter-company bowling program began with six teams in 1918 and has continually grown over the last 43 seasons to the present seven men's, two women's, two mixed doubles', and three junior kegling leagues which occupy the company's lanes Monday through Sunday. Forty pinsmen initiated the pin-program which has more than 700 "B&W-ites" today.

Ten women began rattling woods in 1922 at a downtown Barberton bowling alley; presently over 100 keglerettes turn out each week to pursue the pastime of trying to down the "elusive" tenpins.

Jan. 12, 1924, was a big day for B&W's bowlers; that was the day the company opened four lanes of its own.

"Boilermen" were literally "burning up" the maples when a fire destroyed the alleys in 1947. Keglers rolled on local woods during the next two seasons until B&W installed six sparkling lanes on the first level of a new building in 1949.

"Something new . . ." refers to the formation of a six-team keglerette circuit, the start of a junior bowling program for employes' children, a Sunday mixed doubles loop and the installation of automatic pinsetters. Each Saturday, close to 150 youngsters take over the lanes from 9:30 a.m. until 3:30 p.m. During this time they receive helpful hints on improving their kegling skills from some of the boiler firm's better adult pinsmen.

Through the years many records have been made and broken. However, a few of the old marks still stand: Harvey Dilgard, chief of the merchandise order department when he retired in 1950, holds the all-time high singleton, popping a 297 loner on the company's maples in 1936, while Henry "Hank" Tomko, truck driver in Shipping and Handling, battered a 712, in 1954, for high trisum.

Shirley "Skip" Legg, supervisor of office layout, hammered a 653 series last season for the women's record.



Youthful participants in the company's junior bowling program get help from Bill Stoll, vice president, B & W Bowling Assn.



First-year officers of the women's new, six-team league gaze into a "crystal" bowling ball to foresee many good seasons to come.



The 44th edition of the Vets average 60 years old, 35 years company service. Dilgard (back row, left) was on the 1918 team.



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- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

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- Superb facilities. AMF-equipped centers offer ultra-modern equipment, luxurious surroundings, delightful refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up your bowling recreation program—easily and economically. See him soon, and get the ball rolling.

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T. M.



Around the world

in the company auditorium

Program continuity, clever staging and publicity build travelogs into popular, six-month "Armchair World Tour"

Certainly, there is nothing new about travelogs. From wondrous stories like Jason and the Argonauts, the *Odyssey* and Marco Polo to *Around the World in 80 Days*, travelogs have enthralled millions and survive today as one of the oldest and most appealing forms of entertainment.

Similarly, there is nothing new about the use of its modern version, the travel film, in industrial recreation programs.

But there is something, if not new, then certainly unusual and creative in the method of showing travel films that can make them a major feature of the overall recreation program.

The key element is program continuity, but imaginative staging and clever publicity are vital factors.

Combining all three, the Travel Club of Mutual Life Assurance Co. of Canada in Waterloo, Ont., developed series of "film nights" into a highly successful "Armchair World Tour."

CONTINUOUS JOURNEY

Films were booked and other preparations made far enough in advance that each lap of the celluloid excursion fit into a continuing trip that took the "passengers" to virtually every corner of the globe.

Actually, however, the idea was born out of disappointment. A small group of Mutual Life Staff Assn. members, interested in organizing week-end excursions, had previously tried to form a travel club. These efforts and other attempts to form group trips brought very little response; never sufficient to fill a bus.

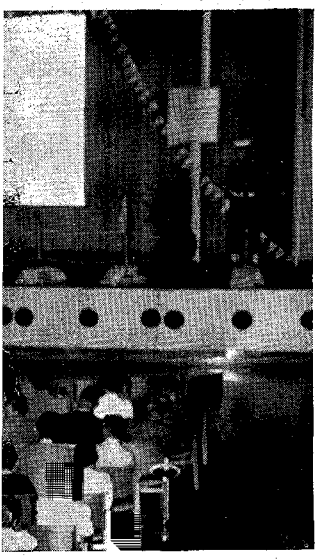
Seeking another way to encourage interest in travel, the group decided that a program of travel films during the winter months could prove to be educational, entertaining and inspirational—especially if there were no







Airline stewardesses, (left) one dressed in the brown summer uniform, the other in the blue winter uniform, greeted guests as they arrived for their flight to major U. S. cities. ***Boarding passes*** (center) were distributed before taking off on the Carribean flight. More than mere atmosphere, some of the numbered passes entitled their fortunate holders to handsome flight bag door prizes.







Steamship cruise (left) was made even more realistic by turning the auditorium stage into a ship. ***Authenic calypso dance*** (center) was arranged by the Jamaica Board of Trade for special entertainment between films during the Carribean tour night. ***"Airline passengers"*** (right) loaded up on chewing gum and lifesavers passed out by an honest-to-goodness stewardess just before "take-off" time.

charge. An interest circular brought back a favorable response from 116 employees who said they would be interested in the program.

Meanwhile, the group had written to travel agencies, airline ticket offices and film distributors asking for lists of free, 16mm, sound, color travel films, pamphlets and other materials that would be available for distribution.

AIRLINES, AGENTS HELP

A local travel agent and an airline representative volunteered to help with arrangements and assured the fledgling travel club that they would not submit the audience to an evening of sales talks.

The travel agency worked hand in hand with the group throughout the entire program asking only that they be allowed to stamp all pamphlets with their business address and display one sign. The arrangement "proved very beneficial to all concerned," stated Paula Roschman, secretary of the Travel Club.

With arrangements completed, the six-month "Armchair World Tour" was announced in a clever broadside which featured a world map. Films for each of the five programs were listed, and the itinerary was charted on the map showing prospective passengers exactly where the film tour would take them.

The idea of working five separate film nights into one continuous tour covering six months proved to be a bonanza. Almost 200 Mutual Life staff members and friends turned up for the first night, and the crowd built up to 500 for the third program.

But the "World Tour" idea was only part of the attraction. The Travel Club did everything possible to make their passengers feel that the seats in the company auditorium were actually deck chairs or plush airline seats and simulated other aspects of a real-life tour. For an idea of their efforts and the reason behind the tour's outstanding success, here is a brief summary of each lap of the journey:

• ***New York and other U. S. cities.*** Guests were greeted by airline stewardesses wearing the winter and summer uniforms. Auditorium chairs were arranged to simulate the interior of an airplane and the passengers were treated to an in-flight lunch between films. Flight bags were given as door prizes.

• ***World steamship cruise*** brought guests through one hour of film to 23 ports in 17 countries. Auditorium stage was decorated as a ship with smokestacks, flags and sailors standing guard. Sea sick pills were passed out and the ship's log served as the guest book.

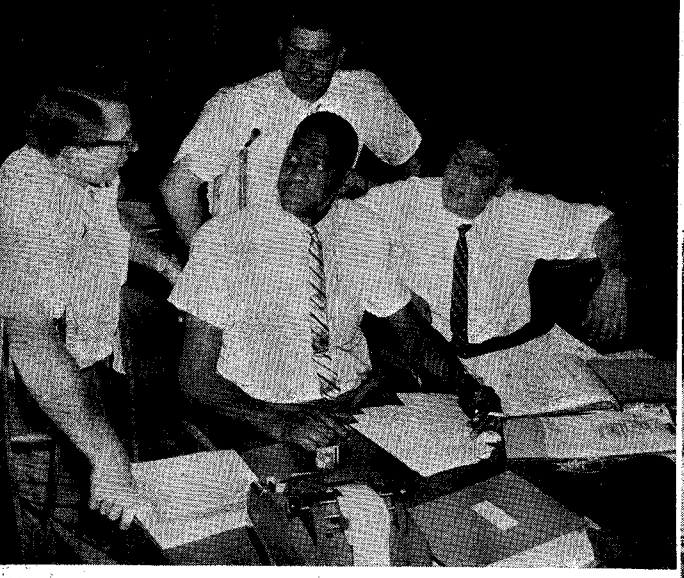
• ***Carribean flight*** landed by film in Jamaica, Bermuda and the Barbados. The Jamaica Board of Trade arranged for two native girls in costume to greet the guests, then, during intermission, danced to authenic calypso music. Chicken wire and crepe paper palm trees decorated the stage along beach balls and other equipment borrowed from a sporting goods store and an umbrella table loaned by a furniture store. Between films, guests participated in a loud shirt and novelty hat contest. An airline provided a tape-recording of take-off announcements and aircraft engine noises which were tuned up while the houselights dimmed. The airline also contributed two round trip tickets to Tampa, Fla.

• ***British Isles*** were featured on the fourth night in five films furnished by the British Travel Assn. A huge cardboard castle set the scene on stage and several uniformed Royal Engineer Bandsmen passed out tickets. Real baggage tags were used to determine door prize winners.

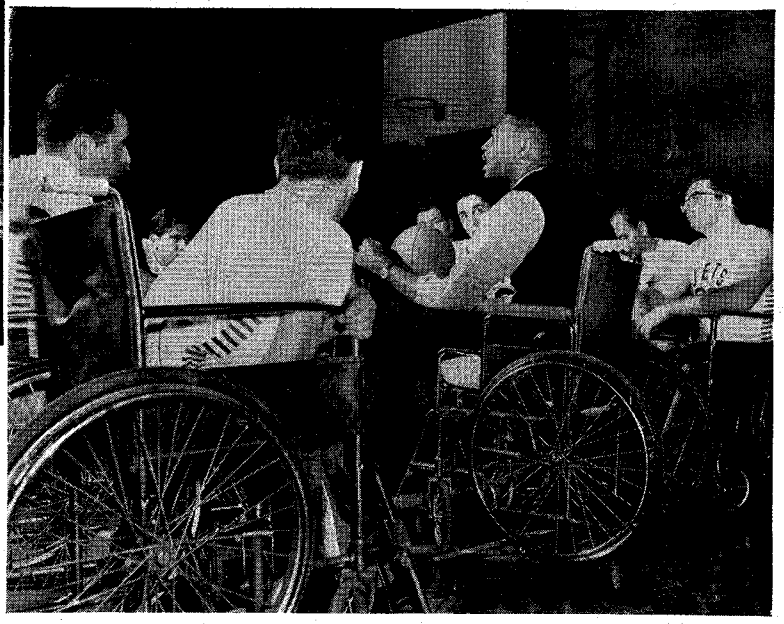
• ***Visit to the Orient*** completed the tour. Dead trees were cut down and made into blooming Japanese cherry trees for stage decoration. Four short dances by costumed Japanese girls were arranged by the Japanese Travel Assn. and recorded Japanese music filled the air. Refreshments included Chinese fortune cookies.



Novelty hat contest for the women during the Carribean tour night added audience participation to round out an interesting program.



In a business conference or on a basketball court, physically handicapped employees in Pan American Airways' New York offices have made themselves feel completely at home. Junius Kellogg (center in both photos), former star of Manhattan College and the Harlem Globetrotters, coaches Pan Am's Wheelchair Jets.



As employees . . .

. . . and athletes

WHEELCHAIR JETS SCORE

Pan American's handicapped basketball champions prove that disabled persons can lead full lives both at play and at work

In the Accounting Department of Pan American World Airways in Queens, N. Y., some 20 young men sit at their desks, graded by management as superior employees with above-average attendance records.

Beside their desks are crutches and wheelchairs, but that doesn't mean that these physically handicapped employees are doomed to strictly sedentary lives. In fact, they're all championship athletes—members of Pan American's world championship Wheelchair Basketball team.

FAST-PACED, EXCITING LIVES

These, the members of Pan Am's Wheelchair Jets, lead fast-paced, exciting lives. They have been to such places as Brazil and England; they have performed aboard the world's largest aircraft carrier and in the world's most famous indoor sports arena.

Most of the Jets are married and are active in church and community groups. They turn out faithfully for basketball practice, and some even find time for night school so that they can increase their career potential at Pan American.

Pan American employs over 400 handicapped persons throughout the world, and organized the Wheelchair Jets to demonstrate that disabled persons can lead full lives both at play and at work.

They participate in nearly all the company's recreational programs—including baseball, swimming, and bowling. Pan Am department supervisors find that handicapped employees, almost without exception, are sports enthusiasts and devoted officers and workers in clubs and other activities.

Of course, handicapped employees can't run bases, but they do participate as baseball managers and umpires. They're among the best in the bowling league; they stand at the foul line and their teammates hand them the bowling balls. At Pan Am's Miami recreation club, handicapped employees swim and participate in field sports.

Many of the handicapped have developed powerful shoulder muscles and, from their wheelchairs, excell in the javelin toss and other field sports.

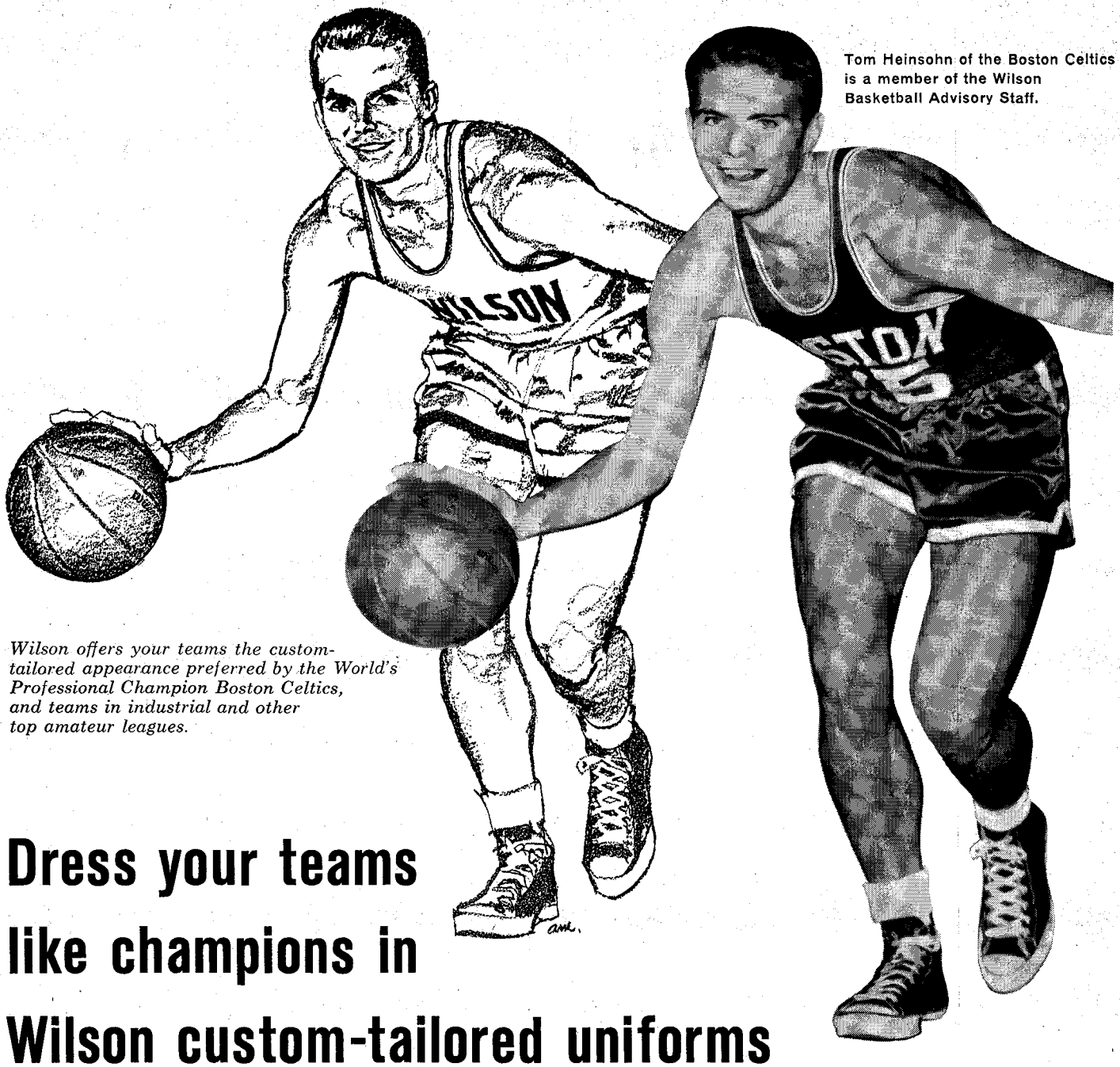
Pan American's achievements in this field were recognized last summer when the Federation of the Handicapped presented its annual Community Service Award to Pan Am in recognition of its "outstanding efforts on behalf of its own handicapped employees."

The Federation cited the company for the "efforts it has made to create goodwill throughout the world for the disabled." The citation noted, "The opportunities you offer the disabled to enter your employment, the achievements of your handicapped employees, the encouragement you give through emphasis of their ability to take part in athletics have set an inspiring example to others in industry."

SYMBOL OF SKILL AND FORTITUDE

As a symbol of the skill and physical fortitude of handicapped workers, the Pan Am Jets have an impact that has international significance. In fact, they traveled to Brazil on a specific mission of arousing interest there in employing the handicapped.

See "Wheelchair Jets," page 18



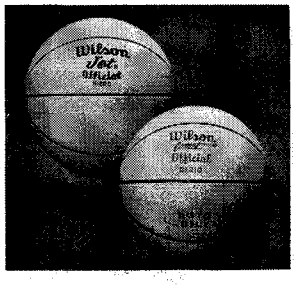
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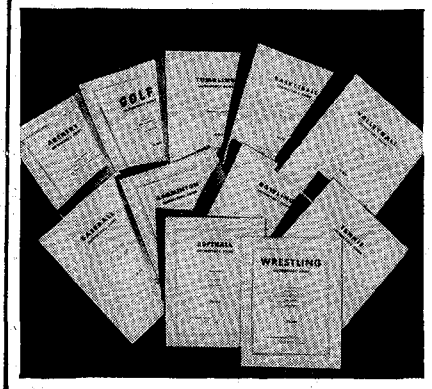
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Mark Your Calendar

Sept. 10: Armco Industrial Invitational Trap Shoot, Middletown, Ohio
15: NIRA Postal Fish-A-Rama entry deadline

Oct. 13: NIRA Region V Conference, U. of Wisconsin, Madison, Wis.
19: NIRA Region III Seminar, Hotel Sherman, Chicago, Ill.
20: CIRA Certification Committee Meeting, Hotel Sherman, Chicago, Ill.
20-22: NIRA Board of Directors Meeting, Hotel Sherman, Chicago, Ill.
28-29: NIRA Travel Council Meeting, Schine Inn, Chicopee, Mass.
30-31: NIRA Region I Conference, U. of Massachusetts, Amherst, Mass.

Nov. 14-15: NIRA Region IV Conference, Sheraton Park Hotel, High Point, N. C.

Dec. 31: NIRA Employee Photo Contest entry deadline

Jan. 1: NIRA-NRA Postal Rifle & Pistol Matches competition opens
1: Helms Industrial Recreation Award entries open

Feb. 9-11: NIRA California Conference, Hotel Leamington, Oakland, Calif.
22-24: Purdue U. Industrial Music Conference, Lafayette, Ind.

March 24-25: National Industrial Bowling Tournament, South Bend, Ind.

Wheelchair Jets, *from page 16*

Brazil took the wheelchair athletes to its heart and 200,000 persons turned out to see the American team stage exhibition games. The President of Brazil received the Jets and personally hailed their contributions. Today, he maintains a continuing interest in the Pan American Jets.

Each year, the Jets go to England to participate in the International Paralympics where for five previous years the U. S. team has captured world championship honors in wheelchair athletics.

They've done exciting things—such as playing an exhibition game aboard the U. S. S. Independence where 1,000 persons inside the nation's largest and newest aircraft carrier watched the contest.

The game proved so exciting that Capt. James W. O'Grady declared he could hardly believe such dexterity could be demonstrated by persons in wheelchairs. He described the performance as the greatest exhibition he'd ever seen.

BILLED AT THE GARDEN

The Jets also were recently in the spotlight at Madison Square Garden, New York's great indoor arena, probably the world's best known palace of sport, where they staged an exhibition before a large Friday night crowd in a prelude to a professional basketball contest.

It was a particularly dramatic moment for the coach of the Jets—Junius Kellogg, who was returning to the arena where first as one of the tallest basketball centers in Manhattan College history and later as a member of the Harlem Globetrotters, he had been a favorite of the Garden's fans.

In 1954, an automobile accident threatened Kellogg's life and career. First he fought off death, then, bit-by-bit he conquered total incapacitation.

Today, he's married, holds an important job with Pan American, coaches the Jets—and even goes to St. John's University one night a week to take graduate courses.

When Kellogg returned to the Garden, it was symbolic of all he had achieved since the day when the accident had seemingly shattered his career.

COMEBACK COMPLETED

The Jets staged a spirited exhibition, scoring 33 points in 12 playing minutes. Afterwards, the members of the professional New York Knickerbockers and the Syracuse Nationals crowded into the lockerroom to congratulate Kellogg and his teammates.

Then, in January, the Jets and Pan American heard that the wheelchair basketball team at the McGuire Veteran's Administration Hospital in Richmond, Virginia, was unable to schedule games as there are no other teams in the vicinity. (In all of last year, they were about to find only one opponent.)

The Jets volunteered to give up a weekend, Pan Am took care of all other arrangements, and the team traveled down to Richmond where they staged two games with the hospital team—demonstrating to hospitalized veterans the tremendous capabilities that physically handicapped persons have for rewarding employment and full lives.



These seven high-average shooters of the Beechcraft Gun Club were chosen to represent their company at the Pan American International Skeet Shoot at Dallas, Texas.

They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

Beechcraft builds top shooting program around new Remington Autoloading Trap

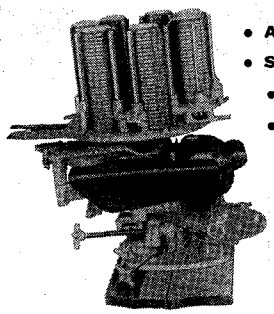
The 175 members of the Beechcraft Gun Club found the perfect trap when they started using the new Remington 100T autoloader. They've already made plans to add still another 100T for trap shooting.

These remarkable electric autoloading traps are easy-to-install . . . have features that make one-man operation possible. Each has a big 203-target magazine capacity and operates on a regular 110-volt system.

If your company doesn't yet have a shooting program, remember that there are over 20,000,000 shooting enthusiasts spread over this country where shooting is a tradition. Surveys show that shooting ranks high as part of the sports program your employees want.

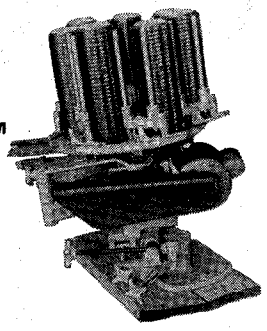
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☐ Please have a Remington Autoloading Trap representative contact me for an appointment.

Acquire camping site

Work is nearing completion on the newest of three major recreation areas operated by the Convair San Diego (Calif.) Recreation Assn.

The new site, a 51½ acre wooded tract, is located some 60 miles from San Diego near Cuyamaca Rancho State Park. Major use of the facility will be for camping purposes, but plans include hiking trails, a fishing pond for children, and, in winter, a tobaggan slide and short ski run.

The acquisition was prompted in part by numerous requests from convair employees who wished to camp weekends at the employee association's Pecan Park, primarily a picnic area.

The third CRA facility, Gillespie Field, is used primarily for gun club shoots and various CRA meetings.

Summer stock sales boom

Employee ticket sales to summer stock and other theater events on Long Island have soared to an all-time high at Republic Aviation Corp., Farmingdale, according to Recreation Director Oskar Frowein.

In July alone, sales totalled $18,000, discount included. This figures to $5,000 more than last July, or about 2,000 more tickets.

The ticket sales, conducted daily at the Republic recreation desk, offer reserved seats at discount prices to theater events in the Long Island and Metropolitan New York area.

Best seller this summer has been the Jones Beach show, "Paradise Island," with sales topping $7,000 for July. Other top attractions in addition to summer stock have been the Madison Square Garden Ice Capades, "Cinerama" and Freedomland.

Blooming success

Record breaking entry of more than 700 individual blooms and 50-plus arrangements highlighted the third annual Rose Show sponsored by the Dayton (Ohio) Industrial Athletic Assn.

In addition to the high number of entries, the committee reported the best spectator attendance in the show's brief but blossoming history.

The Rose Show is one of many sports and hobby activities sponsored by the DIAA for the employees of its member companies, National Cash Register, Wright-Patterson AFB and the four Dayton GM divisions: Frigidaire, Delco Moraine, Delco Products and Inland Manufacturing.

Film classics club

A bright future is predicted for an unusual activity, a film classics club, formed this summer by the IBM Club in Yorktown Hts., N. Y.

The club will bring to its members the most significant films, artistically and historically, which have been made during the 50-odd years of the art's existence.



Jimmy Piersall, colorful Cleveland Indian outfielder, discusses his batting style to Timken Little Leaguers during a clinic last month at Timken Roller Bearing Co., Canton, O. Tom Heinrich, former clutch-hitting Yankee, smiles approval from the back row.

Some of the films the club expects to obtain include "The Bicycle Thief," "Potemkin," "Mother," "Henry V," "Le Million," "The Roof," and "The Joyless Street."

Members will see from 12 to 14 showings, beginning in October and ending in June, for a $5 membership.

Recreation saving time

With an assist from local legislators who passed a daylight saving time law, recreation participation has been better than ever at Boeing Airplane Co. Aero-Space Division in Seattle, Wash.

Recreation Supervisor Cam Haslam credits the additional hour of sunshine to be a major factor in (1) the increase to 45 softball teams, 10 more than last year, and (2) 300 additional golfers swinging in the 1961 Boeing Golf Assn. program.



Special NIRA Region IV workshop in Kingsport, Tenn., was attended by 16 recreation leaders from four Southeastern states, July 12. Bob Delius (second from right, second row), recreation supervisor of the Tennessee Eastman Recreation Club, hosted the group which included NIRA President Bob Turner (right, first row), West Pt. Mfg.



Using two extremes in its product line, Owens-Illinois Glass Co., Toledo, O., introduced a fascinating guessing contest at its recent picnic. Five-gallon water bottle made by the Glass Container Div. was filled with quarter-dram serum vials produced by Kimble Glass Co., subsidiary. Winning guess of 4,315 was one off the total.

Softball Survey

Almost nine of 10 NIRA members sponsor softball teams: more than half now play slow pitch rules

More company teams now play slow-pitch softball than the regulation "fast-pitch" game, according to a sampling of member companies completed last month by the National Industrial Recreation Association.

Survey results, based on 99 returns which listed the number of fast and slow-pitch teams (see Table below), thus confirm the rapidly increasingly popularity of the hitters' game in which the pitch must be delivered at moderate speed with a perceptible arc.

However, the newly won predominance of slow-pitch, in terms of company sponsorship, is slight. Of the 99 companies, 61 reported slow-pitch teams while almost an equal number of 58 sponsored fast pitch. Of these, 20 offered both programs. More significant, the actual number of slow-pitch teams outnumbered fast-pitch by more than three to two, and, generally, the companies with slow-pitch had more teams participating than those which offered only fast-pitch.

	Complete Returns	Number in program	Percent or average
Companies	132	115	87.1%
Teams	106	1,468	14

In another phase of the survey, completed in detail by 94 of the respondents, women's teams were sponsored by a surprisingly high 34% of the companies. In fact, one firm had several women's teams but no men's softball program.

This was the only exception, however, and in companies with both programs, men's teams outnumbered the women in a ratio of eight to one.

	Complete Returns	Number of Companies	Pct.	Number of teams	Avg.
Men's teams	94	93	98.9	1,262	14
Women's teams	94	32	34.0	90	3
Both	94	31	32.9	730	23

From a total of 132 survey returns, 115 or 87% of the companies stated that they conducted a softball program. Of these 115, 106 gave the number of teams: a total of 1,468 or an average of 14 per company. Highest number for one company was 216 men's teams, eight women's squads all in slow-pitch.

	Complete Returns	Number of Companies	Pct.	Number of teams	Avg.
Slow-pitch teams	99	61	61.6	853	14
Fast-pitch teams	99	58	58.5	539	9
Both	99	20	20.2	428	21

Only 20 companies indicated that they participated regularly in the Amateur Softball Association national play-offs. Of the many reasons for not entering, 30 said that either company or recreation program policy or preference limited competition to intra-company play only. Some 13 felt their teams were not good enough, 12 hold back because of cost, and 10 had never considered entering or were simply "not interested."

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WHAT'S THE BIG IDEA?

imagination and resourcefulness are vitally important to the success of any industrial recreation director. "Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity. The big ideas which do the job best are reported each month in R/M.





Ray Detrick, tournament director, congratulates Youngstown Sheet & Tube's 1961 Midwest Industrial Golf Champions (l-r), Dick Crosby, Alex Zgorka, Jerry Austgen and Bill Allen.



National Cash Register's Division B champs (l-r), Bob Glanton, Ralph Burton, Herb Kimble and Roger Cox, receive trophies from Hank Sopka, representing last year's champs, Thompson Ramo.

YOUNGSTOWN SHEET TAKES MIDWEST GOLF

National Cash, Rockwell Standard win division championships in 16th annual industrial meet

A grand total of 101 industrial teams converged on Purdue University's famed NCAA golf course Aug. 19-20, for the 16th running of the Midwest Industrial Golf Championships sponsored by Goodyear Tire & Rubber Co.

Averaging slightly better than 76 strokes per round, Youngstown Sheet & Tube's foursome captured the Division A title just ahead of runners-up Goodyear Tire & Rubber and defending champion Thompson Ramo Wooldridge, Inc.

Division B, based on average team scores, went to National Cash Register with a 10-stroke victory margin. Rockwell Standard Corp. edged out Owens-Illinois Glass Co. for the Division C championship.

Dick Hamilton, National Homes, with an 81; Hank Sopka, Thompson Ramo Wooldridge, 82; and Carl Klandrud, Allis-Chalmers, 83; topped the field in the management tournament. Next year, the Midwest Championships will return to the Purdue course, Aug. 18-19.

1961 MIDWEST INDUSTRIAL GOLF TEAM LEADERS

Division A	**36-Hole Score**
Youngstown Sheet & Tube Co., East Chicago, Ind.	606
Goodyear Tire & Rubber Co., Akron, Ohio	610
Thompson Ramo Wooldridge, Inc., Cleveland, Ohio	610
Alliance Machine Company, Alliance, Ohio	612
Sangamo Electric Co., Springfield, Ill.	622
Sinclair Refining Co., Hartford, Ill.	622
Division B	
National Cash Register Co., Dayton, Ohio	612
Standard Register Company, Dayton, Ohio	622
Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.	624
Champion Paper & Fibre Co., Hamilton, Ohio	642
Motorola, Inc., Chicago, Ill.	651
National Homes Corp., Lafayette, Ind.	651
Division C	
Rockwell Standard Corp., Newark, Ohio	659
Owens-Illinois Glass Co., Alton, Ill.	660
National Cash Register Co. #2, Dayton, Ohio	668
Allis-Chalmers Mfg. Co., Norwood, Ohio	669
Standard Register Co. #2, Dayton, Ohio	671
Fansteel Metallurgical Corp., North Chicago, Ill.	679

RM RECREATION READING

Chess from the beginning

CHESS SELF-TEACHER, Al Horowitz, Barnes & Noble, Inc., 105 5th Ave., New York 3, N. Y., 194 pages, $1.50

A must for any recreation library, Chess Self-Teacher in eight clear, concise lessons takes the beginner from the game's basic fundamentals through minor tactics and mating combinations to stategical objectives.

Quizzes and reviews following each chapter help the novice master the basic elements of this intricate game.

Many other chess books published by Barnes & Noble specialize in a wide variety of problems and maneuvers and round out a chess club library. Samples: Complete Book of Chess Openings, 1001 Ways to Checkmate, 1001 Chess Sacrifices and Combinations, The Golden Treasury of Chess. Write publisher for complete list.

Puppy prepper

GUN DOG, Richard A. Wolters, E. P. Dutton & Co., 300 Park Ave. South, New York 10, 150 pages, illustrated, $5.95

Controversial game dog training guide advocates early time-schedule for obedience and field training starting when the puppy is exactly 49 days old.

Technique is based on outstanding record achieved by Guide Dogs for the Blind, Inc.

Small craft weather guide

WEATHER, WATER AND BOATING, Donald A. Whepley, Cornell Maritime Press, Inc., Cambridge, Md., 160 pages, glossary, illustrated, $4.

Every small craft sailor, to be safe and successful, must have a basic understanding of the ways of the weather. In this new book, weather problems of specific interest to all boatmen are presented and discussed in a manner that is straight to the point.

Fully illustrated with photos and diagrams, *Weather, Water and Boating* interprets the meaning of fronts and air masses, clouds, squalls, fog, winds and other weather signposts with a minimum of technical jargon.

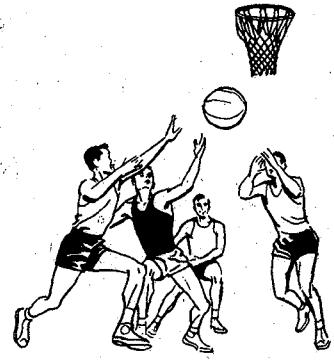
Kidcraft

10¢ CRAFTS FOR KIDS, Jane Wardwell, Pacific Recreation Service, P. O. Box 185, San Jose, Calif., $2.95

Finding the right project for a children's group will be considerably simplified with the aid of 100 simple-to-make ideas.

Contents give ready to please suggestions for making models and toys, things to wear, presents for home, Christmas and other holiday decorations, pictures and useful items.

For the harried adult leader, the book gives tips on planning, choosing raw material and working with the child who "doesn't want to," and other problem tikes.



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CONVERSE RUBBER COMPANY, MALDEN 48, MASSACHUSETTS

Playgrounds go compact

Packaged playgrounds with space savings up to 75% have been recently put on the market by Playground Corporation of America.

Called playscapes, they combine economy and safety with sculptured design in PCA's new concept of child-scaled adventure and recreation.

Individual pieces such as the wiggle wall, cat's cradle, crow's nest, cliff climbers and others which comprise each playscape were developed after nearly two years of research and field testing. They are now in use at more than 150 locations in 14 states.

A typical playscape is 50' x 50' in size, a 75% reduction from the typical 400 sq. ft. playground. Prices are correlated to the size and complexity of each playscape package and the number of children it accommodates. The range is from $1,695 to accommodate up to 65 children to $5,995 for up to 108 children.

Additional information is available from PCA offices at 16 East 52nd St., in New York City.

Travel's big year

Final figures on travel's peak 1960 season, recently released by the Dept. of Commerce, show expenditures of $2,640 million spent by U. S. residents on foreign travel.

About one-sixth of the total was paid to U. S. air and sea transportation carriers with almost an equal amount going to foreign carriers. The remainder went for food, lodging and purchases abroad.

Travel outlays increased 10% over 1959 and were double those of foreigners visiting the U. S.

Top 10 repositories of the U. S. tourist dollar, in millions:

Canada	$380
Mexico	365
Italy	122
France	118
United Kingdom	116
Germany	83
Switzerland	53
Nassau	42
Japan	36
Benelux	33

Persons visiting only the Mexican border and those staying in Canada less than 48 hours accounted for 67% and 23% of the respective total expenditures.

Need 24,000 golf courses

An average of 600 new golf courses must be built every year if there are to be adequate golf facilities by the year 2000, predicted Senator John Marshall Butler in a recent address to the Maryland State Golf Assn.

This is a rate of growth almost three times greater than reported in the nation last year when 225 new courses and additions were opened.

According to Butler, the demands of a rapidly growing population compounded by an increasing percentage of golfers will call for a total of 30,000 golf courses by 2000. We now have about 6,500.

Summing up, Butler warned, "If the America of tomorrow is to have something other than miniature golf courses and driving ranges, we all must begin to plan today for a place for new, bigger and better Chevy Chases and Rolling Roads."



Packaged playgrounds, called "playscapes," are now available for small areas as well as small budgets (see story).

Recreation draws business

Spending $2 million to improve its attraction to conventions, tourists and other guests, the famed Hotel Fontainebleau in Miami Beach will be transformed into a recreation resort shortly before Thanksgiving.

The additions: new indoor swimming pool with 200 sun lamps, bowling lanes with automatic equipment, four new tennis courts, a billiard room and improved spa facilities.



What's new in recreation equipment?—you name it!

An inflatable gymnasium (left) and a new vehicle designed to motorize recreation in the great outdoors are the latest seemingly bizarre, but practical items in the industry's rich storehouse of recreation equipment.

The gym, made by Goodyear Tire & Rubber, solves the space problem for any kind of physical recreation on a nuclear submarine.

The "Desert Rat" (right), with its low pressure Goodyear Terra-Tires, allows hunters to go miles farther after their quarry, helps fishermen reach the least accessible stream.



RM THINGS TO WRITE FOR

Free Travel Films

A group of 66 free films featuring travel and vacation attractions has just been released by Modern Talking Picture Service.

All in 16mm-sound, most of the movies are 15 to 30 minutes long and many are in color. The films also give useful information about means of travel and scenic routes.

Subjects included range far and wide in providing entertainment and adventure. All films are available from Modern's 30 regional film libraries or write for travel film descriptive brochure and order form.

Modern Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y., free

Girl tycoons

More and more women are finding investment clubs to be fun, mentally stimulating and potentially profitable, reports the National Assn. of Investment Clubs.

To help the girls get started, the NAIC has recently published a free booklet which describes the basic principles of successful investing and tells why women are naturally suited to financial study.

"Investment Clubs for Women," National Assn. of Investment Clubs, 1245 First National Bldg., Detroit 26, Mich., free

Fishing Travelog

"The film has certainly caught on. The photography is beautiful. The action is exciting, and I am sure anyone who orders it will be well pleased."

That's the opinion of Fred Canaday, director of recreation, General Motors Corp., of "Fishing Fantastico, a color movie just released by GMC Truck & Coach Division and The Shakespeare Co. in cooperation with Panagra Airlines.

Chronicling a spectacular fishing and travel adventure in South America, the 27-minute, 16mm film stars Ben Hardesty, world champion angler and accuracy caster.

Following Hardesty on a six-week odyssey to famous fishing waters in Chile and Argentina, the film provides a blend of fishing action and magnificent scenery that gives it unusually wide appeal.

"Fishing Fantastico," GM Film Library, General Motors Corp., General Motors Bldg. Detroit 2, Mich., free

New York in Fall

The six-day bike race, the National Horse Show, 10 performances of the Leningrad Ballet, professional basketball, boxing, hockey and wrestling are only a few of the hundreds of interesting events scheduled for New York City through Dec. 1.

As an aid in planning group excursions or individual vacations, these attractions are listed in a handy folder, "New York in Fall," available at no charge. All events are classified by subject and date.

"New York In Fall," New York Convention and Visitors Bureau, Inc., 90 E. 42nd St., New York 17, N. Y., free

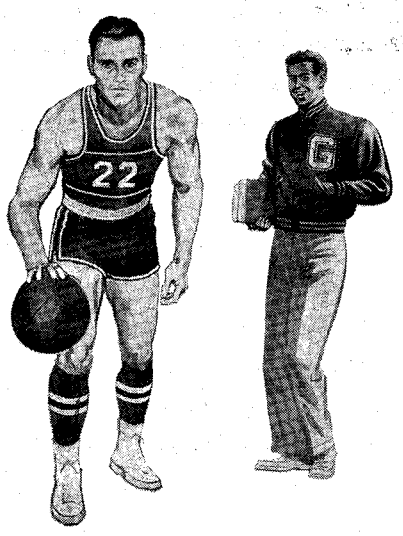
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RATES: regular type, 15 cents each word
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copy must be received by the 5th of the month before date of issue in which ad is desired

HELP WANTED

Male, unattached, between ages 35-55. Salary $3,600 plus full maintenance to start. Right person can eventually assume major responsibility operation of home for aging blind. Must have good background of recreation or related experience in institutional or agency setting. Permanent position, fringe benefits. Burrwood Industrial Home for the Blind, Arthur E. Copeland, Director, Cold Spring Harbor, Long Island, N. Y.

Executive Director, American Recreation Society. Salary range: $9,000 to $12,000 plus travel account. Desire grad of college or university of recognized standing with master's degree in recreation, group work or equivalent, 10 yrs experience in professional recreation work, including 5 yrs admin. duties or equivalent combo of education and experience. Send 7 copies of biographical sketch and 3 photos to Jesse A. Reynolds, Chairman of Past Presidents, The Mosque, Richmond 20, Va.

POSITIONS WANTED

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

Director of multi-phase recreation program for largest organization in state seeks greater challenge. B.S., M.S., married, two children. Salary, $12,000.
CP-32—RECREATION MANAGEMENT

14 years experience all phases of recreation including 12 as municipal director of parks & recreation. Married, age 40. Minimum starting salary: $5,500.
CP-34—RECREATION MANAGEMENT

15 yrs rec exp. including 11 in supervisory capacity U.S. Army special services and 4 yrs boys' camp director. Woman, interested in similar job with industry in Chicago area.
CP-35—RECREATION MANAGEMENT

Masters degrees in group work, counselling and personnel. 18 yrs experience in counselling and directing youth and adult activities in community center, Army and V. A. Age 40, married. Available immediately. Salary $7,000.
CP-36—RECREATION MANAGEMENT

M.E. in physical ed. 9 yrs high school coach spending summers with industry and municipal recreation depts. organizing sports and social activities. Married. Salary: $7,200.
CP-37—RECREATION MANAGEMENT

M.S. in P.E. Admin, 4 yrs as asst college prof. in P.E. and recreation, 2 yrs as municipal park and recreation director. Experienced in administrating all types activities. Salary: $8,750.

Recent college grad with BS in Physical Ed. Two years experience in organized recreation management; 2½ years in general engineering. Qualified instructor in sports, handicrafts and recreational activities. Seeking industrial recreation position.
CP-39—RECREATION MANAGEMENT

BA in Recreation, MS in Physical Ed, six years full time administrative experience in community and industrial recreation. Married and one child. Age 30. Will accept personnel work along with recreation responsibilities.
CP-40—RECREATION MANAGEMENT

"Industrial Recreation?"

...that's only half the story

John Leland Atwood, president of North American Aviation, Inc., has suggested it is time that a new name be coined for his industry. Now that plane makers are hip-deep in rocketry, astronautics and electronics, and sometimes no longer making airplanes at all, says Atwood, "what was once called the aircraft industry has clearly become something else that almost defies classification."

But aircraft is not the only industry that has outgrown its name. The same problem also pertains to the broad functions and important duties performed today by industrial recreation.

Taken literally, the term implies little more than a municipal park program moved to the plant site. Even to those acquainted, but not directly concerned with industrial recreation, the name hides the complete function and concrete benefits it produces for both management and employees. It gives no hint to the job's true objectives.

Thus, our concern, like Mr. Atwood's, involves much more than an exercise in semantics.

Today's "industrial recreation" manager has become increasingly involved in retirement preparation, rehabilitation of handicapped employees, adult education and training, community relations and many other important services that fall far beyond the limits of the usual definitions of recreation.

He has always been concerned with morale, absenteeism and productivity. His performance can have an important effect on employee recruitment and retention. His job and the tools he is given to perform it can do more than all the fringe benefits combined to make his company a "good place to work."

Because of the industrial recreation manager's unique relationship with both management and employees, he has come to be recognized as the company's most effective communications link between the two groups. Better than anyone else, he can express management's genuine interest in the welfare of its employees.

This is only a partial list of his job's potential, and the title "industrial recreation" tells only half the story. His duties are now firmly established on the basis of objective business judgement as an essential management function.

Are we exaggerating its importance? We think not and can refer to many statements by industry leaders to support our stand. In one of the most recent, Herman F. Lehman, general manager of Frigidaire Division, General Motors Corp., stated, "The difference between companies is the difference in the employees."

The theme of Mr. Lehman's message was that competing companies can buy the same raw materials, the same tools, the same inspection equipment, but the quality of the finished product depends upon the experience, stability and conscientious effort of each employee.

Judging from the extent and high quality of Frigidaire's recreation program, we are sure Mr. Lehman would agree that "industrial recreation" is one of the major factors contributing to this "difference in the employees."

To attract and retain capable, experienced employees; to create the cooperation and harmony necessary for stable working conditions; and to let each employee understand that his importance in the company's overall team effort is sincerely appreciated are, of course, the ultimate objectives of a sound "industrial recreation" program.

Bowling leagues, camera clubs and picnics are the tools which build industrial recreation's top quality, finished product. And to be sure, the end result is equally beneficial to management as well as to the employees.

This is the complete meaning of "industrial recreation."

"the difference between companies is the difference in employees"



Low, low 17-day Economy Excursion Fares to Europe!

TWA again offers a sensational bargain for vacations in Europe...17-day round-trip Economy Fares! Employees spend two exciting weeks abroad . . . see famous sites, resorts, shopping marts. And they fly there and back for even less than regular Economy fares! For example, round-trip New York to London, only $350.00 . . . a really great travel buy! For details on new 17-day Economy Fares, write Passenger Sales Dept., TWA, 380 Madison Avenue, N. Y. 17, N. Y.

New, fabulous tours for employees... all based on TWA Economy Excursion Fares!†

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Olympia-Sparta

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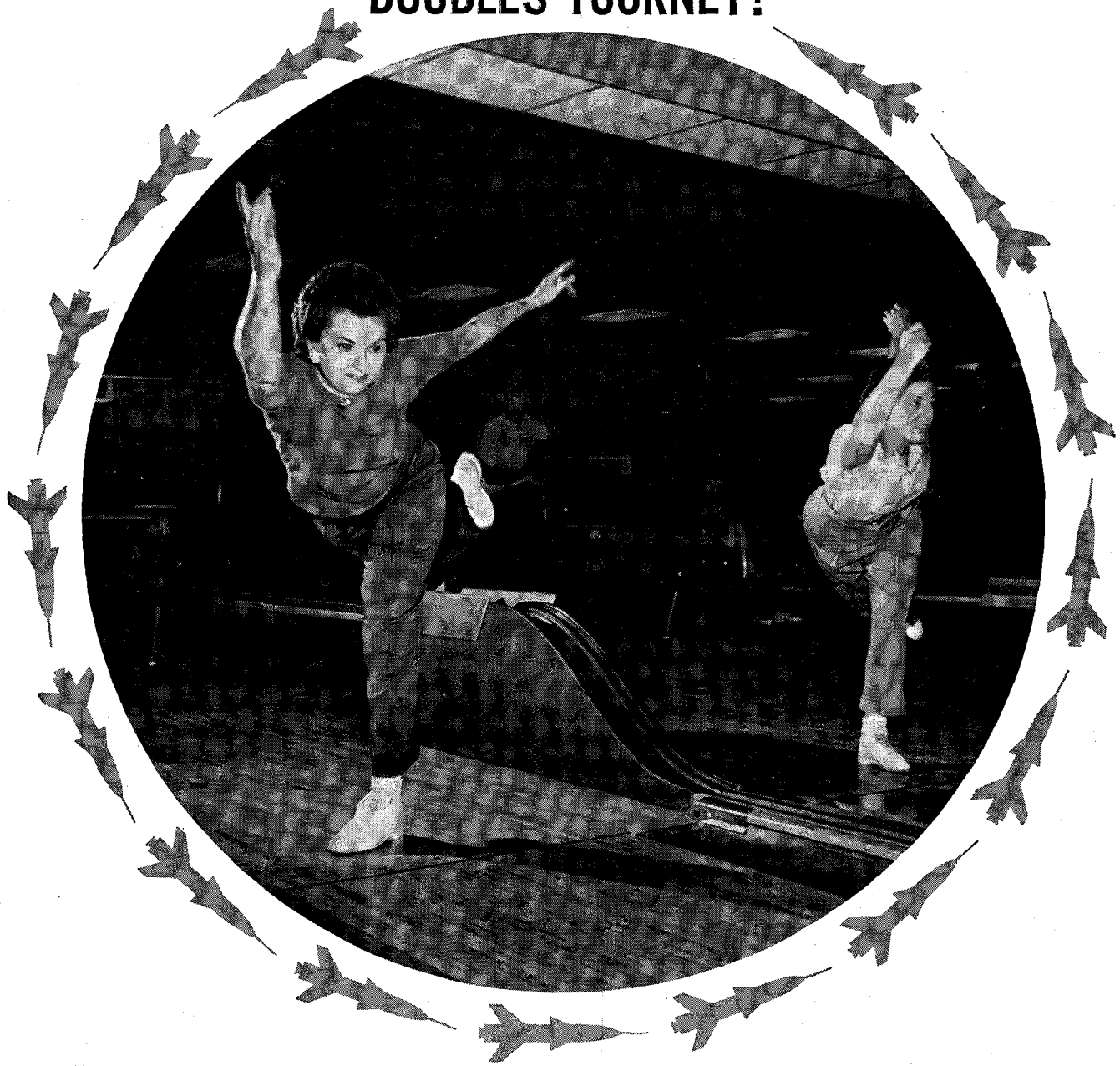
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BOWLING WORKS FOR INDUSTRY AND BUSINESS

HIGH ROLLING AIRESEARCH WOMEN WIN TRIP TO NATIONAL DOUBLES TOURNEY!



GARRETT

Ruth Weaver and Naomi Kopack of the AiResearch Friday Mixed Scratch Foursome League maintained a fantastic 190.6 average in the Southern California roll-off to win a trip to the Women's National Doubles Bowling Tournament this year.

Lots of practice and a spirit of teamwork make a bowling team click. It's a spirit that only bowling creates so well, because only bowling has such universal appeal for the young and old, men and women, novice and expert. This same teamwork builds better company relationships day in and day out. And bowling is one of the least expensive company-sponsored sports. Let bowling work for you!

For information on how to organize bowling league activity in your company, write the Brunswick Corporation, Box D, Recreation Department, 623 South Wabash Avenue, Chicago 5, Illinois.

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October • 1961

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



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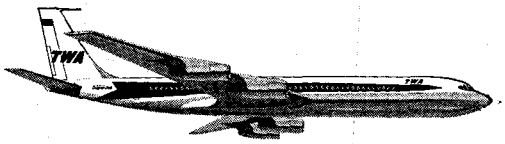
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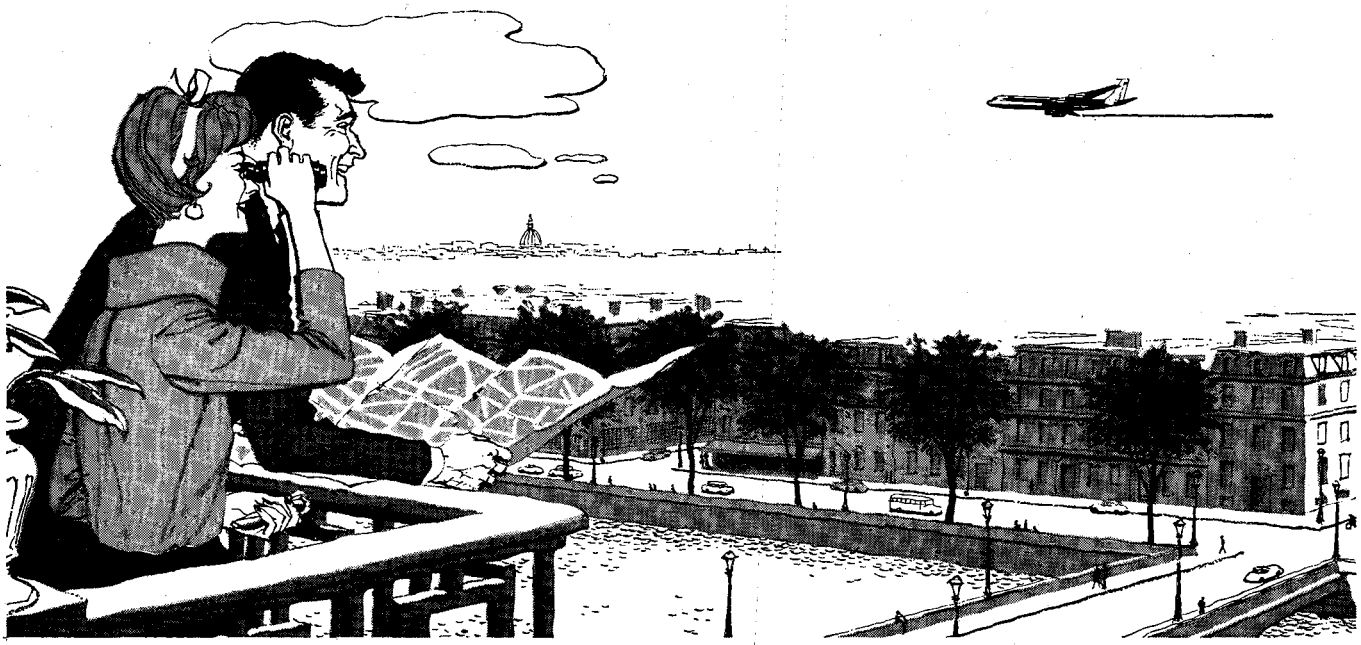
Leo A. Rotelli

Employee fun for '61



TWA again slashes jet fares to Europe!

TWA 17-day Economy fares are here again! The fares that make a glamorous vacation abroad a possibility for nearly everyone. For example, your employee group can fly from New York to London . . . spend two weeks sightseeing, shopping, resorting . . . and jet home for a round-trip fare of only $350.00. While in Europe, employees travel on their own or on a fabulous TWA Jetliner Tour from 10 to 51 days. Tours start as low as $471.00, including round-trip air fare.† Put Europe in your Employee Vacation Plan this year. And *savings* with TWA 17-day Economy fares.



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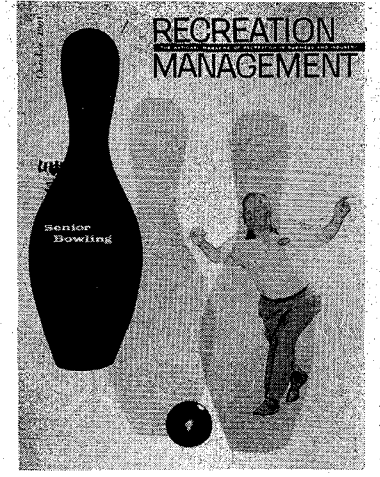
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Recreation for the employees, of the employees, by the employees

THE COMPANY provides the means

THE EMPLOYEES provide the initiative

State Farm's employee recreation program is one that is not only *for* the employee but *of* and *by* him as well.

The philosophy of employee-centered recreation stemmed from the early days of the company. From small, spontaneous activities then, the basic idea has taken many forms and expanded to the point that last year nearly 8,000 of State Farm's more than 11,000 employees—plus perhaps three times that many family members—were regular participants.

Through all of the expansion the family theme has been a guiding force. The entire activity program is aimed at the employee family group as a whole—not just one or two factions.

Today, in our home office and each of our 18 regional offices in the nation, the recreation program ranges from dinner dances to moonlight river excursions; from bowling to bridge; from barbecues to knitting classes; and on through almost every funtime activity imaginable.

At our home and Midwest offices in Bloomington, Ill., the G. J. Mecherle Memorial Park (named after the founder of the State Farm group) affords more than 2,300 employees a private swimming beach, fishing, picnicing, softball and baseball facilities, tennis, badminton, basketball and other courts as well as a complete children's recreation area and program.

This complete recreation plan is employee organized and employee directed. A nominal voluntary employee membership fee is augmented by a per capita contribution by the company. Profits from coffee, candy and food vending machines in each office also are turned over to the recreation program.

In addition to the financial contribution, the company also makes personnel available to plan and direct the various recreation activities in all offices.

Perhaps the most significant part of the program is the absence of company direction. We feel the company's role should be one of providing a vehicle through which the program can work. This is done by providing the facilities and a major part of the financing.

From there, it's the individual employee's show. And he's done quite well with it.



Paul L. Mitzner
Vice President, Personnel
State Farm Insurance Companies



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HELMS REPORT, Part II: Summaries of the 1961 Helms Industrial Recreation Award winning programs

State Farm's winning formula

Solid management support, intense employee interest combine to make State Farm's program the best in NIRA Class B

Winner of the 1961 Class B Helms Industrial Recreation Award, State Farm Insurance Companies, Bloomington, Ill., clearly demonstrates the results obtainable through the development of a sound, well-defined recreation policy.

Selected as the most outstanding program among NIRA member companies with 1,001-5,000 employees, State Farm's award winning formula is based on an extremely effective balance of employee-management responsibility.

To paraphrase the description of the program's operation as given by Paul Mitzner, vice president of personnel (see "Top Management Speaks," page 4), the company provides the vehicle, but it's up to the employees to supply the gas, step on the starter and keep activities going in high gear.

Proof that both parties fulfill their assigned roles exceptionally well is amply demonstrated by the unusually high percentage of employee participation in the surprisingly wide variety of activities supported by the 2,300 employees at State Farm's Bloomington home office.

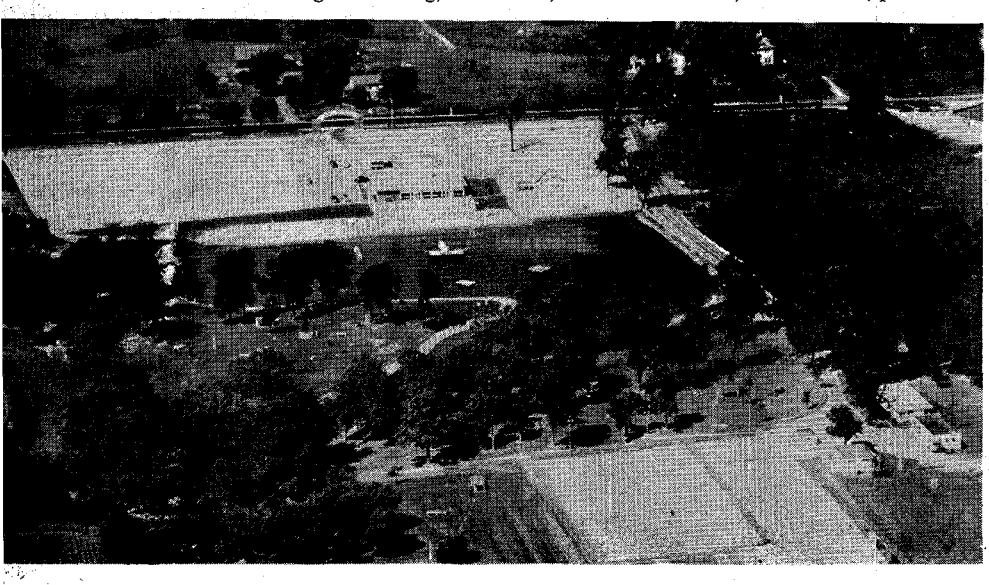
To "provide the vehicle," the company purchased in 1948 a 33-acre tract about two miles south of the home office for development into a multi-purpose employee recreation area. Retaining title to the property, the company finances all construction and improvements, provides year-around maintenance and park personnel.

JOINT ADMINISTRATION, FINANCING

But utilization of the park is the employees' responsibility. All activities are sponsored and conducted through State Farm Employee Activities, a voluntary association headed by 23 employee-elected directors. Together with several hundred volunteer committee members, the SFEA Board of Directors sets overall program policy, allocates funds and establishes specific activity fees.

SFEA officers are elected by the Board of Directors with the exception of the treasurer, Edith Campbell, who, as State Farm Activities Supervisor, is appointed by the company. Edith, with her two full-time assistants Jan Book and Lil Lockenvitz, provides general guidance and handles

The 33 acres of State Farm's G. J. Mecherle Memorial Park have been efficiently planned to provide a wide range of outdoor activities for employees and families. Facilities include lake areas for swimming and fishing, club house, baseball diamonds, tennis courts, picnic area.



Chow time at last year's Men's Playday gives an idea of the elaborate buffet dinners prepared by employees throughout the year.



day-to-day program administration and supervision.

To finance a full calendar of special events and activities, the company makes an annual per capita contribution, now set at $4.50 per employee, and turns over profits from coffee, candy and food vending machines.

But to carry their share of the fiscal responsibility, employees pay voluntary $2 annual membership dues in the SFEA and cover additional expenses of certain activities by paying nominal fees to participate.

After considering the estimated participation and cost of the various activities, funds are allocated to specific programs with the intent of keeping the employee fee to a minimum. Exceptions are made on charges for outside adult education and hobby classes. In these cases, the activities association pays half the fee. All company-wide contests and charity events are completely underwritten by the association.

PERFECTED SYSTEM PRODUCES RESULTS

Based on this perfected system of joint employee-management financing, leadership and organization, State Farm activities have virtually no limit. In scanning the following *partial* listing, remember that these activities are supported by the relatively small home and Midwest office staff of 2,300 employees, of whom 60% are women:

Sports: bowling (men's, women's, mixed and husband & wife leagues, intra-office handicap tourney, clinics); golf (men's and women's leagues, tournaments and playdays, two-ball foursome tourney, golf classes); men's basketball league; men's and women's softball leagues; fishing contest; archery and gun clubs and classes; swim team and classes; tennis clinic plus volleyball, horseshoes, shuffleboard, badminton, table tennis, paddle tennis, skating.

Social: 10 dinners (chuck wagon, smorgasbord, fish fry, etc.) plus sports award banquets, four chartered out-of-town bus trips, three dances, four picnics, doll dressing, Toys for Boys.

Cultural: 22 classes (sample—driver training, investment, reading, piano, upholstery, sewing, woodworking), duplicate bridge club, toastmasters, handicraft workshop.

Youth: day camp and teen camp; over-night cook-outs; boys baseball; swimming, golf and football clinics; swim team; teen dances and bus trips; Easter egg hunt; Christmas party; hayrack rides; canoeing; horseback riding; archery; children's playground.

Still, Edith Campbell and her staff provide many additional services which include the distribution of free playing cards, assistance in planning and providing entertainment for departmental parties and company conferences.

The adult education and hobby classes, usually of 10-week duration, are a cooperative effort with municipal agencies and other Bloomington firms, unless enrollments are sufficiently high to hold classes on State Farm premises.

The special dinners, another State Farm activity trade mark, are prepared and served by the employees, Held at a rate of about one a month, the dinners have proved tremendously popular. For example, 1,016 turned out for the smorgasbord and 897 enjoyed the chuck wagon barbecue.

PARK OPERATION

Park operation and maintenance is handled as a separate function through the company's administrative services department. Eldon Volk, supervisor of park recreation, and Dan McShane, supervisor of park maintenance head up a full-time staff of one park custodian and two park maintenance men. Part-time personnel on hand during the peak summer season include a day camp supervisor, court area supervisor, two water front supervisors, six maintenance men and 30 recreation staff members who serve as day camp leaders, life guards and locker room attendants.

With separate areas for swimming, diving and fishing, plus the 20′ x 40′ children's wading pool, the lake is the major, but by no means the only attraction that keeps employees and their families returning time and again to The G. J. Mecherle Memorial Park.

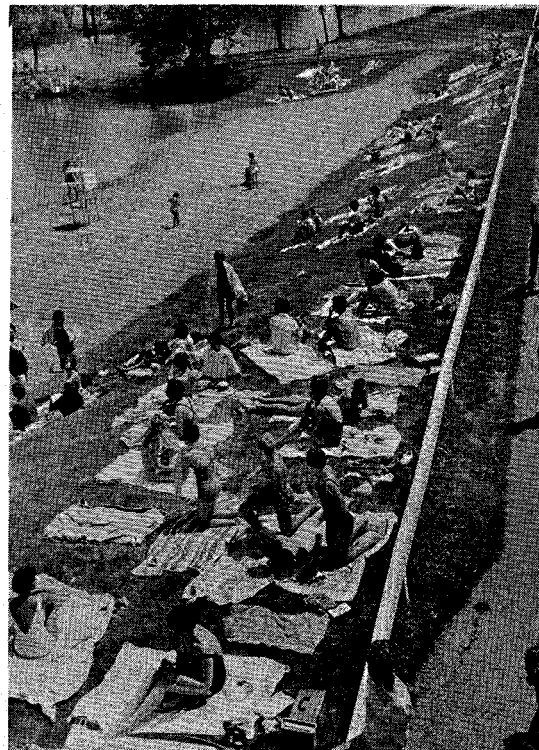
By 1950, two years after original construction was undertaken, the park program was in full swing with the completion of the clubhouse, two picnic areas, children's playground, bus station, equipment house, varsity baseball diamond and facilities for the various "court" sports.

But the park's many uses have been continually expanded and improved. Some of the more recent additions include the archery range, picnic shelters, new tables and charcoal burners, canoes. A major park addition will be announced shortly, but detailed plans are not yet definite.

The park, with the entire activities program, is regarded by the company as "a symbol of the regard State Farm Insurance Companies has for the welfare of its employees and their families."

Children's activities, such as the Easter program (below), include day camp, teen dances, football clinic, swimming team, bus trips and many others. ***Swimming area*** (right) at the park lake is the center of summertime activities.







SENIOR BOWLING

Newly organized U. S. Seniors Bowling Assn. and its 77 year-old founder meet the challenge of providing recreation opportunities for retirees and senior employees

The sports world went kid-crazy years ago. Little League baseball, itsy bitsy football, teeney weeney basketball, junior this, junior that and any number of other heavily subsidized programs have been launched to start youngsters off on long, active lives of sports participation.

This is great, but where's the follow-through? By insurance company calculations, today's 15 year-old can expect to live to be 79. How long can he expect to play in organized baseball programs? Golf? Bowling?

In almost every sport, the youngster finds that his role in organized recreation diminishes for every year he adds to his life. This has been an accepted fact of life—"the old man just can't keep up." But what a woefully mistaken notion it has been.

In truth, it's sports that haven't been able to grow old gracefully. Sports have failed to make allowances for its aging fans.

ADD YEARS OF ACTIVITY

This tardy realization has been brought home to sports leaders by a 77 year-old retired business executive, Charles R. Jahn. As founder and president of the newly formed United States Senior Bowling Assn., Jahn has made only a few minor changes in the nation's top competitive sport, but the results have added years to its life-span.

If you want proof, consider the second annual USSBA national tournament last May. With a minimum of publicity and little support from the bowling industry, the meet attracted more than 225 bowlers between the ages of 55 and 91.

Jahn's plan is basically simple. By organizing a league program which gives senior bowlers the opportunity to participate with others on their own level and at their own pace, the USSBA is able to offer the sustaining interest of competition, the enjoyment of good fellowship and the beautiful benefits of moderate exercise.

EQUALIZE COMPETITION

Competition is equalized by classifying seniors into four groups beginning with age 55 (see "classifications" in box at right). Thus individuals compete for awards against others of similar age and physical ability. Team totals, however, are not classified.

To allow seniors to bowl at a slower pace without pressure, USSBA teams consist of four, not five, members. While this permits sufficient additional time per bowler, it allows for the completion of a three-game team series in the standard two hours.

However, this rule is flexible. In a small company, for example, which has only 12 bowlers aged 55 or more, a league of three, four-man teams would be unworkable. The USSBA would sanction either a league of four, three-man teams or one of six, two-man teams.

Another advantage of smaller senior teams is that less waiting time between turns produces better individual and team scores according to the USSBA.

For handicapping, the USSBA recommends 75% of the difference between the bowler's average and 200. This formula has proved especially practical for those leagues in their first season. After a league has bowled through a season, their experience will dictate the best system.

While the tolerances in USSBA rules have kept many older bowlers active, they have proved remarkably successful in introducing the game to senior citizens who have never bowled.

However, there are other obstacles to overcome. One of the most common, and it is shared by almost all non-bowlers, is fear for personal safety.

Many have the notion that a bowling ball weighs upwards of 50 lbs., that they might drop the ball on their foot; or the reverse, get their fingers stuck in the holes. Some are afraid of falling down on the approach.

OVERCOME ALL FEARS

None of these fears are insurmountable; many can be overcome merely by observing a group of seniors bowl, or with knowledge, for example, that the average senior rolls a 12 lb. ball.

For the more hesitant seniors the USSBA has developed a successful training technique based on a standing delivery. Beginners start right at the foul line, swing the ball as many as 10 times before rolling it down the lane. As confidence is gained, the beginner advances to a one-step, then possibly a two-step delivery. Some may never go

beyond this point, but that is not important.

Some seniors feel that the three finger grip doesn't give them sufficient ball control. That's easy to solve: drill five holes.

Nevertheless, the game itself is not the only attraction. Most seniors are drawn to bowling because of the opportunity to enlarge their circle of friends, to broaden their area of activity. Thus, successful leagues often sponsor inexpensive luncheons, card parties or other social events.

PROVE THE POINT

The potential success of senior bowling is well illustrated by the program originated several years ago by Goodyear Tire & Rubber Co., Akron, Ohio. Developed independently of the USSBA under the leadership of Activities Director Ray Detrick, Goodyear's program has rapidly gained in popularity among company retirees. Almost half the participants had never bowled before retirement.

The similarities in Goodyear's program to USSBA's league operation point out some of the more important considerations in organizing a retiree bowling program:

• ***Day time activity only.*** Regular leagues book the establishments at night, housewives fill the place in the morning. Thus, the retirees can have the lanes pretty much to themselves in the afternoon, an important factor. Also, many seniors go to bed early, some don't like to go out at night, others won't join activities that interfere with favorite TV programs.

• ***Competition.*** USSBA feels weekly competition is necessary to sustain interest, but keeps it in a low-key within the age classifications. Goodyear has no weekly competition or team standings, but does conduct an end-of-season handicap tournament to maintain interest. Both oppose money prizes: advocate trophies and banquet only.

• ***Endurance.*** Goodyear limits its seniors to three games a day. As a national organization, the USSBA makes no such rulings, but urges members to quit when they feel tired even though they may not finish the series.

• ***Spectator interest.*** Non-bowling seniors seem to enjoy socializing and watching as much as others enjoy bowling. At Goodyear they keep score and serve as secretaries for the group. Many help with the junior program. But most important, most spectators soon become active participants.



Senior champions: Earl Moon (l), with a 579-117—697 handicap series, and John Petri, with a 615 scratch total, won top honors at last year's 2nd annual USSBA Tournament against 225 senior bowlers.



You're never too old to bowl is an obvious lesson taught by this photo of Andy Varipapa (l), 70 year-old national bowling star, and Charles Jahn, 77 year-old founder and president of the USSBA.

UNITED STATES SENIORS BOWLING ASSOCIATION

P.O. Box 98, Park Ridge, Ill. Charles R. Jahn, President

Purpose: To encourage American seniors to enjoy the healthful benefits of relaxation and good fellowship of league bowling and to establish rules and regulations governing play for these senior leagues.

Membership: Both men and women are eligible for membership upon reaching age 55 and upon payment of annual $2 membership dues. All members of league seeking USSBA certification must meet age requirements.

Services: Provide sanctioned, competitive league bowling for seniors. Conduct national, (and in the future) regional and state senior bowling tournaments. Provide shoulder patch awards for (1) each member of a league champion team, (2) highest individual average in each class in each league, (3) for rolling a 250 or better game, (4) for a game of 225 or better.

Classifications: To equalize competition, individuals will compete in the following classes, Class A (age 70 and over), Class B (ages 65-69), Class C (ages 60-64), Class D (ages 55-59).

1962 Tournament: 3rd annual USSBA three-game tournament will be held April 14-15, 21-22, 28-29, Orchard Twin Bowl, Skokie, Ill.

Retirees Bowling League at Goodyear Tire & Rubber Co., Akron, Ohio, has become one of the company's most successful and most satisfying recreation programs. See story for retiree bowling recommendations by Activities Director Ray Detrick (back row, left).



12¢ OF EVERY $1 GO FOR LEISURE

The shifting boom in "active" leisure shows marked changes in the pattern of recreation

Conservatively estimating leisure spending at a record $45 billion per year, The Chase Manhattan Bank, New York City, sees two clear-cut trends in the nation's spare time habits which have a direct bearing on industrial recreation programming:

1. ***Spending*** connected with leisure activity has grown steadily—with some evidence that it has taken a rising share of consumer income in the past five years.
2. ***Composition*** of the leisure market has shown striking change as Americans plan their time in an increasingly purposeful way.

Reporting on "Leisure Activities" in its July-August bulletin, *Business in Brief*, Chase Manhattan's Economic Research Dept. pegs the rise in leisure spending to substantial increases in time and income available to be spent at the discretion of the individual consumer.

Time plus money. While almost 100% of all employers now grant paid vacations and holidays to hourly as well as salaried employees, discretionary income has kept pace, jumping nearly 60% in the last 10 years. Other items:

- Almost one-third of all after-tax consumer income, or $682 per person, is available for the consumer to spend as he wishes.
- And, one-third of this discretionary income, or 12% of total consumer income, is being spent on leisure activities. This is double the amount spent 10 years ago.
- Employees take a total of more than one billion days off during the year for vacations and holidays.
- And, even during ordinary work-weeks, one-quarter of the average person's time is open to his choice of activity.

"Active" leisure. What are people doing with their leisure time and money? The figures show that some marked changes are underway in the pattern of recreation in the U. S. Forms of recreation involving active participation and the development of knowledge are more popular.

Movie admissions are still below their early postwar level and admissions to spectator sports have increased only one-fourth as rapidly as total recreation outlays.

As for television, replacement needs, color and portable models have supported the market, but sales in 1960 were 22% below the 1955 peak.

The roving kind. The largest single item in the leisure budget is travel. Some $14½ billion was spent in 1960 for foreign and domestic trips, but estimates which include items such as vacation clothing, sports equipment and entertainment run as high as $20 billion. Items:

- Travel within the U. S. is twice what it was a decade ago reaching $12 billion or 3¢ out of every consumer dollar and still increasing rapidly.
- Foreign travel amounts to $2½ billion, or triple what it was in 1950. While record numbers are planning trips to the Pacific and Far East, growth seems to be tapering off.

The long hair. Interest in cultural activities of all kinds for all ages is booming across the country:

- Book purchases have risen more than any other recreation expenditure (see chart), up two-thirds from 1955 to a total of $1½ billion.
- Ticket sales for theater and opera rose 50% in the past five years. Theater receipts in 1960 were one-third more than admissions to all spectator sports.
- Number of amateur musicians has reached 32 million, up 40% in 10 years.
- Museum attendance topped 40 million. Visitors to New York's Metropolitan Museum of Art on a single Sunday would twice fill Madison Square Garden sports arena.

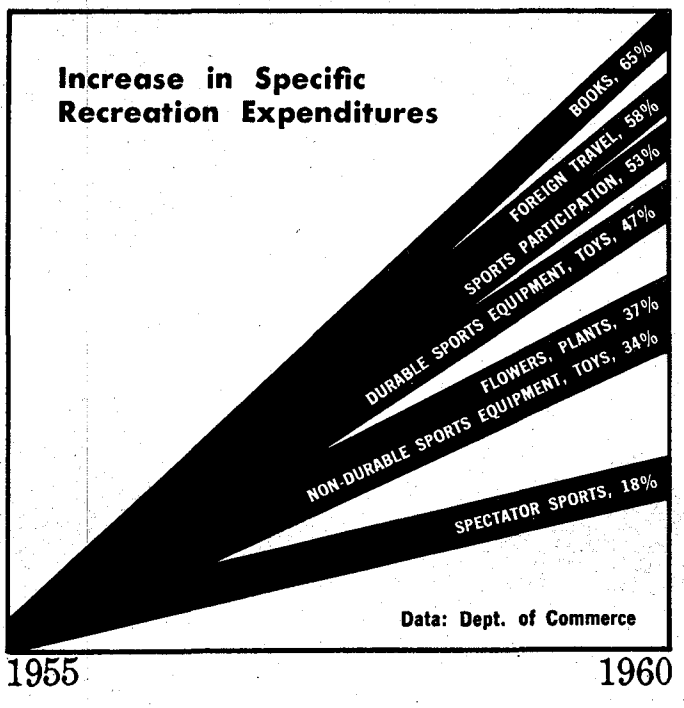
The he-man. Active sports participation set records all across the boards, such as boating, 40 million participants; bowling, 22 million; baseball, 16 million; basketball, 11 million; tennis, 6½ million; golf, 5½ million.

Camping was one of the most phenomenal. About 25 million overnight visits and 10 times as many day visits were made to state and national parks last year. Some went to fish (26 million) or to hunt (18 million).

The reason. Chase Manhattan attributes the shifting leisure pattern to other trends in the U. S. The increase in sedantary professional, office and service jobs has given more people the energy and the need for physical exercise.

The most clearly defined pattern in recreation spending, however, is according to residence and occupation. Farmers devote the largest share of their recreation budget to TV. City people spend half again more than the average on theater and other admissions. Suburbanites spend twice the average on sports equipment.

The growing cultural interest is influenced primarily by the rising average level of education. But the overall result is a broadening and deepening of interests with the observation by Chase Manhattan that "for them, leisure is not idleness. Rather, increasing attention is paid to Benjamin Franklin's adage: 'Do not squander time, for that is the stuff life is made of.' "





Enthusiasm



encourages enthusiasm

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- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

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JUDO

... a way to keep fit

Everybody has heard of this unique Japanese sport, but few know what it actually involves or how it can apply to industrial recreation



Ladies are judo fans, too. In the past year, 85 women participated in McDonnell Aircraft's judo training program.

by Ada Paskind Kahn

Judo, a sport demanding skill and stamina, offers beginners an exciting rough-and-tumble exercise; experienced sportsmen a challenge of coordination and movement; and active men or women of any age an enjoyable way to keep fit.

With physical fitness in mind, judo fans across the country have formed clubs for learning the sport.

REGULAR LESSONS AND WORKOUTS

Employees at McDonnell Aircraft Corp. at St. Louis, Mo., began their Judo Club three and one half years ago. MAC holds regular lessons and workouts twice weekly, with sessions lasting from two to three hours. According to McDonnell's recreation supervisor, Bert Granville, most participants learn the fundamental falls of judo in a month and a half.

New classes begin at McDonnell every other month. There are now 60 members in the club. In the course of a year, approximately 200 employees take part in their judo program.

Employees at Bell & Howell, Lincolnwood, Ill., are an example of a group who became interested in judo through a fellow worker. A year ago, the B & H Judo Club began with nine participants who have since been working out one evening each week.

Aerojet-General Corporation, Sacramento, Calif., offers a judo club as part of its employee recreation program and sponsors periodic demonstrations for employees and families.

Just what is judo, and why is its position unique among American sports? Historically, judo began with Japanese hand to hand fighting.

In 1880, modern judo began with the establishment of the Kodakan Institute in Tokyo. The new form of judo, called Kodakan Judo, was said to enable a man of lesser strength to beat a stronger man in contest.

Judo was less violent than jujitsu, and avoided many dangerous techniques used in jujitsu, such as twisting arms and legs. The new system of Kodakan judo thus became a study and a method of training the mind and body for maximum and efficient use.

One of the first prominent American pupils was Theodore Roosevelt. At about the same time, many groups organized in Hawaii and on the west coast. After World War II, judo spread widely to other parts of the country.

INEXPENSIVE TO PARTICIPATE

Judo is a fairly inexpensive sport, because little equipment is needed. Usually the "judogi" or judo costume, is purchased by the individual, and costs between $15 or $17 depending on the size.

The outfit comprises a loose fitting jacket, trousers, and a belt. The jacket and trousers are white, and the color of the belt indicates the grade skill of the wearer. The "judogi" is utilized by the sportsmen to add leverage in throwing and grappling.

Brown and white belts are worn by beginning students. Advanced participants wear black belts, but red and white are sometimes worn by the high grade holders as a mark of distinction during exhibitions, ceremonies and occasionally during practice.

A group of high grade holders reviews the participant's record in judo tournaments to decide whether advancement is in order. Grading is also given by means of an examination, consisting of technical demonstrations and a contest against an opponent of the grade for which the individual is trying.

Because of the Japanese origins of the sport, terms are usually spoken in Japanese. Participants learn the new words easily.

In judo, a person can set his own pace as to how hard or easy he wishes practice. The general schedule of training goes like this:

- ***Calisthenics:*** for limbering and warming up, for developing muscles.
- ***Ukemi:*** falling exercise. This is the most important phase of judo, as it prevents the participant from getting hurt. The force of a throw is absorbed into the length of the body, and is also broken by striking mat with arms.
- ***Kata:*** a prearranged method of practicing techniques to be used as a demonstration or a guide for techniques later to be used in Randori.
- ***Uchikomi:*** exercises for practicing to develop correct action in applying various techniques.
- ***Randori:*** free exercise, whereby

the actual application of techniques is practiced against a partner who is trying to defend himself or throw you.

Women participate in judo, too. The women's judo club at McDonnell Aircraft is a year old. There have been 85 participants, with 25 current members. The women, in addition to judo, learn specialized self-defense.

Children are excellent students of judo because they learn faster, says Vince Hoffman, the Bell & Howell club's instructor. Thus far his club has not taught any children, but will welcome them to the class as they become interested.

McDonnell Aircraft's club participates in about seven contests yearly in the St. Louis area. During the past year, the MAC team won the St. Louis University Midwest Invitational. Teams from Chicago, Milwaukee, Peoria, Granite City and St. Louis competed.

COMPANY COMPETITION

Bell & Howell employees frequently engage in contests among themselves and against members of other judo clubs in Chicago.

The contest is the final test of judo training. A contest win requires only one point, giving the contestants no second chance. Consequently, contestants can grow nervous with anxiety, fear of losing, cautiousness, etc. A person may be good during free practice, but may perform badly under contest conditions if his mind and techniques are not well developed.

Contests are usually three minutes long, but sometimes as long as 20 minutes. Matches for children under 16 years of age are usually two minutes long. A match is over as soon as the point is won. A winner is declared when a point is scored under any of the following conditions:

- If a contestant is thrown so that he strikes the mat on his back or side with appreciable force, provided the throw is made with good form, a point is scored. If a throw is good but does not quite merit a point, the referee may judge it as a half point.
- If a contestant is held on his back under control for 30 seconds, a point is scored. If he is so held for 25 seconds, a half-point is scored.
- If a contestant is choked until he submits or becomes unconscious, a point is scored.
- If a contestant is forced to concede because a joint, usually the elbow, is endangered, a point is scored.

If the referee feels at any time that life or limb of a participant is endangered, he can award the match. He may also award it in case of bad sportsmanship.

If the time limit elapses and no point has been scored, the judges and referee may award a decision to the contestant who, in their opinion, has shown greater skill. If the two are so evenly matched that a fair decision cannot be rendered, the judges can demand an additional three minute period. After this, if no point has been scored, a decision must be rendered.

Rules for judo matches are included in the annual directory of the Amateur Athletic Union of the United States.

The Judo Black Belt Federation of the United States began in 1954 to organize judo activities on a nationwide basis. Representatives from each area of the country meet yearly, usually at the time of the national AAU tournaments to consider matters such as the admission of new "yudanshakais," or regional groups, interpretations of rules, and other issues of general interest.

The best way for a judo club to begin is by locating a qualified instructor. This is a sport that cannot be learned without personal instruction from a responsible judo man.

HOW TO START

Usually a Kodakan black belt holder is considered qualified to teach others, and names of local black belt holders can be obtained by writing to the president of the Judo Black Belt Federation: Mr. Yosh Uchida, c/o Physical Education Dept., San Jose State College, San Jose, Calif.

A registered black belt holder has either a judo diploma or a membership card in the Black Belt Federation, and should show these credentials before teaching your group.

To commence judo activities, the instructor can be called in to explain the principles of judo and perhaps give a demonstration to interested employees. Lessons can start as soon as equipment and location are obtained.

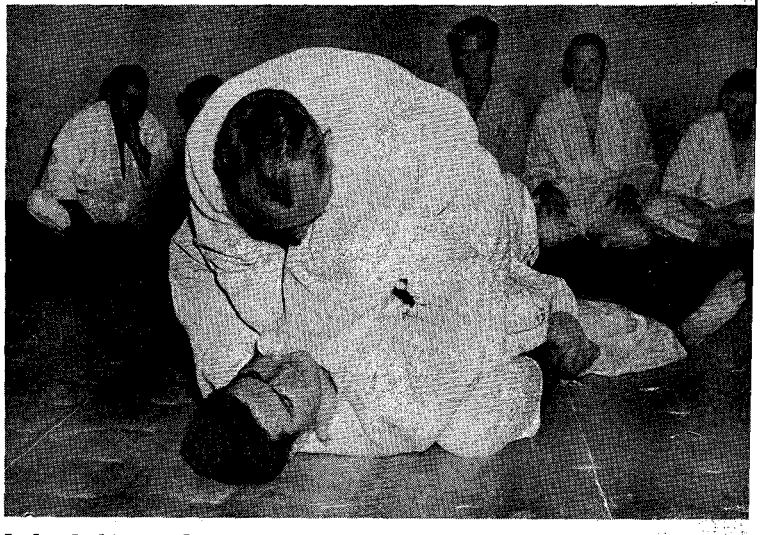
Since 1953, there have been yearly national AAU Judo championship tournaments as well as many local and regional AAU sponsored contests.

A judo tournament will be included for the first time in the 1964 Olympics which will be held in Japan.

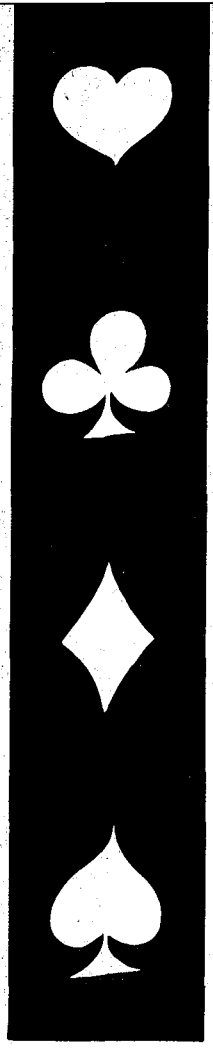
Within industry, judo offers a new and fast growing sport with many facets that are fun, body building and good exercise for quickening the mind. The possibilities for activities within the sport are wide, benefits are many.



Black belt holder demonstrates judo fundamentals to the Aerojet-General Judo Club in Sacremento, Calif. Kodakan judo was developed as a method of training the mind as well as the body.



Judo choking technique is studied by club members at McDonnell Aircraft. More than 200 employees a year take part in the program, learning the fundamental falls in a month and a half.



For a grand slam in organizing a duplicate bridge club, follow these master pointers

BEST DEAL FOR BRIDGE CLUBS

by ***R. Fred Canaday***
Director of Recreation
General Motors Corporation

As any recreation director will tell you, there is a sizable group in any plant which seldom participate in any recreational programs—particularly if any physical effort is involved.

Many members of this group, however, are enthusiastic about card games. The phenomenal growth in the number of contract bridge fans in the last 20 years has prompted the springing up of literally thousands of local duplicate bridge clubs which meet on a regular schedule and enjoy consistently high attendance.

The growth of industrial bridge has been so great that nearly all regional or national tournaments conducted by the American Contract Bridge League include a two-session event limited to industrial league teams.

INDUSTRIAL ACTIVITY GROWS

In addition, at least seven major cities in the United States have industrial contract bridge leagues in which participation is generally limited to bona fide employees of participating company members. These are usually team-of-four events. Frequently, winning teams are sent to national tournaments by the league.

One of the advantages of duplicate contract bridge clubs is the low cost of operation. Bridge players, as opposed to some of the recreational groups, expect to pay their own way. Perhaps one reason for this attitude is the low cost per person even when participants assume *all* the expenses of operation.

To any plant which is contemplating the organization of a duplicate bridge club, we offer the following which you will want to consider very carefully if you expect your club to flourish and be accepted wholeheartedly by bridge enthusiasts at all levels of proficiency.

Employ a professional director. Almost any city of any size in the U. S. or Canada has a number of capable people who have had experience as league directors and would be available to service your club or league. The usual charge of $25 per night includes:

- Management of the league operation.
- Providing duplicate boards and cards at no additional expense to you or the players.
- Scoring of each session as well as a cumulative season record.
- Available for lessons to help individuals or groups (at extra cost, of course).
- Elimination of bickering or arguments regarding rules or play procedure.
- Added prestige to the conduct of play and recognition of the league.

Join the ACBL. Club membership in the American Contract Bridge League, at $5 per year, entitles your club to award fractional Master points at all sessions and a full Master point at every fourth session. There is a small charge for this privilege. However, without the "Master Points" your club will not be likely to last for many seasons.

Individual members may also join the ACBL for a fee of $2 each. These fees, or annual dues, entitle the member to receive the ACBL monthly magazine, *The Bulletin;* to have personal Master point awards recorded at ACBL headquarters and to play in district, sectional, regional or national tournaments sponsored by ACBL throughout the world.

Costs. Here is a breakdown of the probable costs in running a duplicate contract bridge league in your plant for an eight-week season:

Item	*Cost per night*	*8-week total*
Professional director	*$25*	*$200*
Coffee	*10*	*80*
ACBL dues	—	*5**
Master point sanctions from ACBL	—	*15*
Trophies (4 @ $10)	—	*40*
Misc. (pencils, score sheets, etc.)	—	*10*
Total		*$350*

**Payable once a year; this item would not be repeated for fall season*

Fees. Assuming that a league would meet on company premises without cost to the players, a $1 per person charge for each playing session is usually ample to cover the cost of operation and still provide enough of a balance to purchase special trophies and serve free coffee at a special club championship at the close of each season.

This $1 per night charge is standard procedure in the vast majority of industrial and public bridge clubs. Employees are not only willing to pay this fee, they expect to pay it; and, if the coffee can be paid out of their dues, the employees will feel that their investment is unusually low for the value received. Here are two examples of expected income:

1. Assuming a league of 10 tables meeting once a week for eight weeks, 40 players at $1/night $400
2. Assuming a league of eight tables meeting once a week for eight-weeks, 32 players at $1/night, coffee extra..... $320

Playing accommodations. Most company bridge leagues meet in salaried personnel cafeterias or conference rooms

where square or round tables approximately bridge table size are available. If such an arrangement is not practical in your plant, most hotels have a supply of bridge tables. Your club could meet regularly in one of their meeting rooms at a very small fee.

Refreshments. Traditionally, members of bridge clubs seldom use intoxicating beverages before or during a session. However, whether it is provided without charge or at a modest 10¢ per cup, bridge players across the world demand that coffee be available.

Membership. About half the General Motors duplicate bridge leagues are open only to employees. The other half include wives and husbands as long as one member of each pair is a GM employee. All GM leagues, except the GM Men's Club league in Detroit, are open to both male and female employees. We believe that in small cities or plants the family atmosphere has a great deal to offer.

Playing season. League play is generally divided into two seasons, fall and spring. If you were to choose a Wednesday night for a league to start in January 1962, the following schedule would avoid holidays and end soon enough so that conflict with summer activities would not be a factor. Play could begin on Jan. 3, and end with the club championship tourney on April 25.

January	3, 17 and 31	April 11
February	14 and 18	Club championship:
March	14 and 18	April 25

ADDITIONAL SUGGESTIONS

By scheduling an "open pairs" league, you avoid complications at any individual session if the number of players present varies to any degree. For example, a so-called 10-table league will vary from as low as seven to as high as 12 tables on a given night, depending on weather, illness, competing attractions or personal obligations.

One final point! Since your league will probably have a number of relative newcomers to the duplicate style of play, we suggest a starting time of no later than 7 p.m. A later starting hour would extend play beyond 11 o'clock and thus be unattractive to a sizable portion of the membership.

Industry champs, Reynolds Metals Co. team from Richmond, Va., won the Commercial and Industrial tournament of the 33rd Summer National Bridge championships recently. Grumman Aircraft Co., Bethpage, L. I., was runner-up, with a GM Detroit team finishing in third place.



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BOX 1518
Recreation Management
203 North Wabash Avenue
Chicago 1, Illinois

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

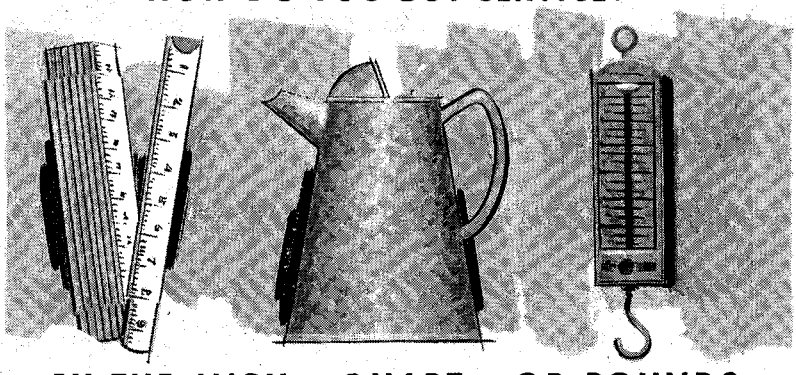
"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.



IN ATHLETIC EQUIPMENT,

HOW DO YOU BUY SERVICE?



BY THE INCH — QUART — OR POUND?

Service is that intangible quality in purchasing that can make a "good buy", a "bad buy".

In purchasing athletic equipment, you may frequently be offered equipment at surprisingly low prices.

When considering bids and purchases, take just a moment to consider that important word **service.**

What happens if the equipment isn't up to par, or goes bad? Will delivery be on time?

There's one way to eliminate this worry—buy from your specialist in sports.

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NATIONAL INDUSTRIAL RECREATION ASSOCIATION — NIRA

SERVICES

. . . fundamental to efficient operation of employee programs

A non-profit service organization

CONFERENCES: Annual, four-day National Conference and Exhibit plus regional meetings cover all phases of industrial recreation programming.

RESEARCH: Studies of trends, program effectiveness and operation contribute greatly to technical knowledge.

PERIODICALS: Recreation Management magazine and NIRA Newsletter, both published monthly keep you informed of the latest developments, techniques.

CONSULTATION SERVICE: NIRA staff and Advisory Committee are on call to assist on specialized problems.

CONTESTS: National, industry-only competition in fishing, bowling, shooting, photography, add to your program.

REFERENCE MANUALS: Program aids, rule books and wealth of other useful items help you set up new activities, add interest to established programs.

National Industrial Recreation Assn.

203 North Wabash Ave., Chicago 1, Illinois

WRITE FOR complete information on services, membership



Archery Golf

Combination of flight, field and target shooting provides unusual test of skill for company archers

Many a perplexed golfer may feel like resorting to the tactics used by the foursome pictured above. But these people aren't golfers at all. They're serious archers from the IBM Club, Rochester, Minn., playing an interesting game: archery golf.

To start, a bowsman "tees-off" by shooting an arrow, plays his next shot from where the first one comes to rest and holes out by knocking a four inch red plastic ball from its wire stand. Six inches in height, the stand is placed five feet to the right of the flag marking the hole.

PAR BUSTERS

Yardage per hole is similar to golf, but 18-hole scores range from a low 40 on up. Average weight for bows is 45-50 lbs. for men, 35-40 lbs. for the women.

This summer, the Rochester IBM Archery club hosted the 22nd annual state championship event sponsored by the Minnesota State Archery Assn.

In a field of 67 entries, National Field Champion Bob Kadlec won the golf event with a score of 42.

Low scoring IBMer was Ted Presler (second from left in photo above) with a 55 total.

NIRA postal fish-a-rama

CROWN INDUSTRY FISHING CHAMPS

Northern pike wins national award for 3M's Bill Tacke; seven others named specie winners in 4th annual contest

William Tacke of Minnesota Mining & Mfg. Co., St. Paul, Minn., landed a whopping 28½ lb. northern pike last July, but the big catch came only last month when Tacke and his northern were declared all-species winners of NIRA's 4th annual Postal Fish-A-Rama.

Tacke, by beating out seven other species winners in the contest, won the title as industry's 1961 fishing champion and with it, a three-day expense-paid fishing vacation on North Manitou Island in Lake Michigan.

Tacke's selection as winner was determined by a special judging system which compares contest entries with the world's record catch in each species. If the results are close, the fish in question are then compared to the average catch in each species.

Thus, the northern won the nod over a 399 lb. swordfish hauled in by Marshall E. Monroe, Jr., Motec Industries, Inc., Hopkins, Minn.

SET SIX NIRA RECORDS

While none of the specie classification winners came close to the world records (46 lbs. 2 oz. for a northern), they were all well over the average and made a shambles of NIRA records in six of the eight contest classifications (see results below).

Open to all employees of NIRA member companies, the Fish-A-Rama is sponsored by the Association to help stimulate interest in individual company fishing programs.

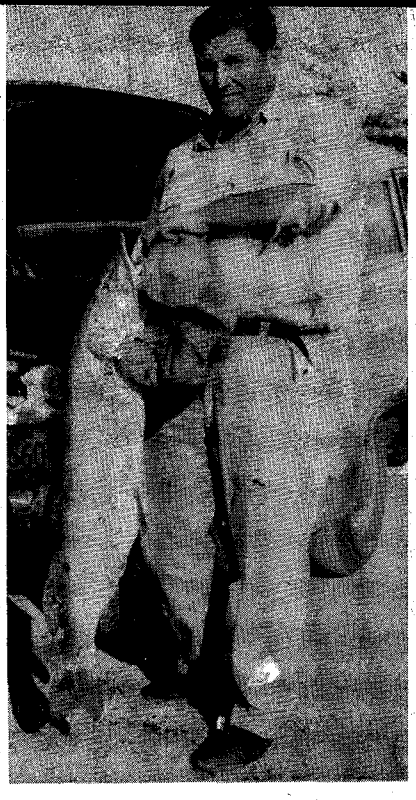
Tacke's case provides a perfect example of the Fish-A-Rama's purpose. The northern was originally entered in Minnesota Mining's 3M Club fishing contest. As one of the winners, it was automatically entered by the Club in NIRA's national contest. Tacke, incidentally, also won the grand prize in the northern pike division of the St. Paul *Dispatch* fishing contest.

The island where Tacke will spend his fishing holiday is maintained in its natural state by the William R. Angell Foundation. No cottages mar the scenic shoreline of Lake Manitou, which is considered as one of the finest in the world for smallmouth bass.

Tacke will be accompanied on the island by T. Y. Wu, Ford Motor Co., winner of NIRA's 1961 Postal Shooting Contest. While Wu may go fishing if he desires, he'll undoubtedly be after at least one of the island's 1,100 deer.

The prize-winning trips were arranged for NIRA by The Shakespeare Co., leading tackle manufacturer.

Fisherman Tacke won't soon forget the afternoon he made his catch. He said it was about 2:30 p.m. on July 5 when the northern picked up his Doctor Spoon. Tacke was trolling with a 40 lb. lead-filled line which he used in place of sinkers "because I didn't want to stir up the bottom."



NIRA fishing champ, Bill Tacke, 3M Co., St. Paul, Minn., and his best-of-contest catch, a 28½ lb. northern.

READY FOR 1962

In technical maintenance at 3M's commercial chemicals department, Tacke has been with the company for 10 years. He shares his love for fishing with his wife, also an avid angler.

Official rules for the 1962 Fish-A-Rama will be announced in January R/M, but will be basically the same as in the past: any employee of any NIRA member company may enter any fish he has caught anywhere in the world between Jan. 1, 1962 and the contest deadline on Sept. 15.

SPECIE WINNERS—1961 NIRA POSTAL FISH-A-RAMA

TROUT
Kenneth H. Blair, *Ontario Hydro Electric,* Peterborough, Ont., Canada. Brown trout, 9 lbs., 15 oz. (former NIRA record, 5:14). Spin casting in Millbrook Pond, Peterborough, Ont.

NORTHERN PIKE
William Tacke, *Minnesota Mining & Mfg. Co.,* St. Paul, Minn., 28 lbs., 8 oz. (old record 24:9). Trolling in Horseshoe Lake, Backus, Minn.

WALLEYE PIKE
Robert A. Matheus, *Allen-Bradley Co.,* Milwaukee, Wis., 13 lbs., 3 oz. (old record 11:8). Green Lake, Wis.

MUSKELLUNGE
Russell K. Komen, *R. R. Donnelley & Sons Company,* Chicago, Ill., 22 lbs. (NIRA record 23:0). Casting in Canyon Lake, Ontario, Canada.

LARGEMOUTH BASS
R. H. Rhinehart, *E. I. du Pont de Nemours & Co.,* Blackville, S. C., 12 lbs., 1 oz. (old record 10:1). Casting from shore in Barnwell State Park, S. C.

SMALLMOUTH BASS
Duncan G. McKenzie, *Ford Motor Co.,* Dearborn, Mich., 5 lbs., 5 oz. (NIRA record 5:15). Bait casting at Silver Lake, Mears, Mich.

PAN FISH
Orba Phaby, *R. R. Donnelley & Sons Company,* Chicago, Ill. Crappie, 2 lbs., 7 oz. (old record, 2:4 crappie). Still fishing at Hayward, Wis.

SALT WATER
Marshall E. Monroe, Jr., *Motec Industries, Inc.,* Hopkins, Minn. Swordfish, 399 lbs. (old record, 100 lb. tarpon). Deep sea fishing out of Bayshore, Long Island.

Bridge clubs on TV

Industrial bridge teams from Allison Division, GMC, and Eli Lilly Company had the rare pleasure of displaying their talents to Indianapolis, Ind., audiences this summer during a weekly television series.

Contacted by the "Blackwood Bridge Hour" television show, the company bridge clubs were each asked to submit two teams-of-four to compete on the series. The teams played duplicate matches consisting of 24 hands with the scoring based on duplicate point totals instead of point-a-board totals.

Employees to name terminal

Charles C. Tillinghast, president, Trans World Airlines, feeling it "appropriate that our own people have the honor of naming this imposing structure," has asked TWA employees around the world to help name the company's futuristic new terminal at New York's Idlewild airport.

The employee, or employees, who suggest the chosen name will have their name, or names, inscribed on a bronze plaque to be permanently displayed in the terminal's main lobby.

To enter, employees must think up an appropriate name and then submit a letter of 100 words or less supporting their selection.

In case genius strikes in more than one place, as many as 10 persons may be honored with a plaque inscription.

Oldest industrial band?

Having just completed its 47th summer concert season, members of the Kohler Company Band, Kohler, Wis., were well justified in recalling the highlights of the band's long and remarkable history.

Organized in June 1915, of company employees, family members and village residents, it is one of, if not the oldest industrial band in the country with an uninterrupted existence.

Since its first concert, held only weeks after the group was formed, the Kohler Band has given an estimated 500 concerts—once before an audience of nearly 100,000 people (Chicagoland Music Festival), once sharing the stage with the John Philip Sousa Band with the famous composer-director leading.

Although the performance with the Sousa Band dates back to 1925, there are several still-active members of the Kohler Band who remember the occasion well.

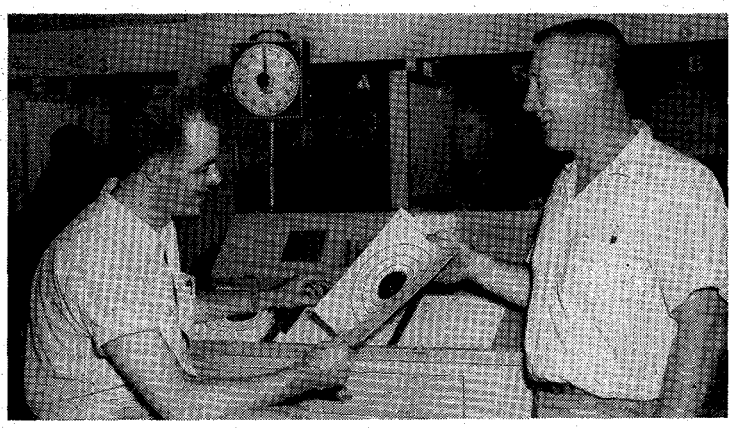
In fact, eight bandsmen have been with the group for 30 years or more. The senior member, now a retired Kohler employee, has been playing either the snare or the bass drum in the Kohler Band since 1921.

Top honors to Delco JA

Delrey Company, a Junior Achievement firm sponsored by Delco Products, Dayton, Ohio, received national recognition as a "Top Achievement Company" among thousands of JA firms across the nation.

However, the national award was only one of many honors earned by Delrey. Particular success with its production operations was a big factor

THE NATIONAL RIFLE ASSOCIATION SALUTES INDUSTRY!



The Firestone Pistol Club at Akron, Ohio, was organized in 1939 and has been affiliated with the National Rifle Association since 1943. It is one of three gun clubs sponsored by the Firestone Tire and Rubber Company.

Members enjoy pistol practice and competitive matches at the club's range in Firestone Stadium. This indoor range was recently remodeled and equipped with an electronic target control system. The work was completed—by club members and Firestone engineers—just in time for their first NRA-Approved Pistol Tournament to be held the 29th of this month.

NRA is proud of its association with the Firestone Tire and Rubber Company and salutes both the firm and its employee pistol club.

FIRESTONE PISTOL CLUB

A Division of
Firestone Employees' Gun Club Corporation
Akron, Ohio

Sponsored by THE FIRESTONE TIRE AND RUBBER COMPANY

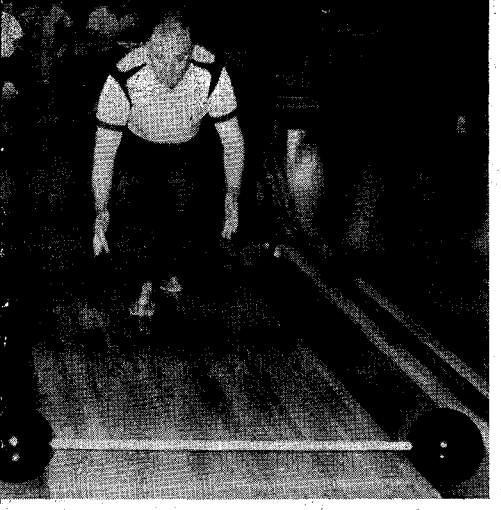
CLUB OFFICERS

James Hill ..... President
Robert Elsmore ..... Vice President
Elmer Schoch ..... Sec'ty-Treas.
Cletus Wade ..... Executive Officer
Carl Bell ..... Chief Range Officer

Write for Information

Industrial Recreation Executives are invited to write to the address below for further information on organized rifle and pistol shooting. Details on how your company can sponsor a NRA-affiliated club will be sent without cost or obligation, of course.

NATIONAL RIFLE ASSOCIATION, 1600 Rhode Island Ave., N.W., Washington 6, D. C.



How to pick-up the 7-10 split is demonstrated by George Gowen, director of manufacturing, Whirlpool Corp., St. Joseph, Mich. Asked to roll first ball in Whirlpool's Bowling Field Day, he dreamed up stunt by gluing two balls to the ends of a stick. But the device started wobbling, stopped short of the target.

in helping Delrey earn citations which included a second place award for general manufacturing in competition with hundreds of JA companies in a five-state region.

"Outstanding Production Award," given by the Foreman's Club of Dayton, cited Delrey for the best local production operation. The company made five products and handled a subcontract job. Delrey was also cited for having the best local secretary.

Wingfoots tour Near East

Goodyear's Wingfoot basketball squad, former members of the now defunct National Industrial Basketball League, left Sept. 30, for a six-week goodwill swing through the Near East under the sponsorship of the U. S. State Dept. and the AAU.

According to Chuck Bloedorn, Goodyear's director of recreation and a NIRA director, the Wingfoots will barnstorm through Iran, Turkey and Afganistan with stopover games scheduled in Rome and Paris on the return trip in November.

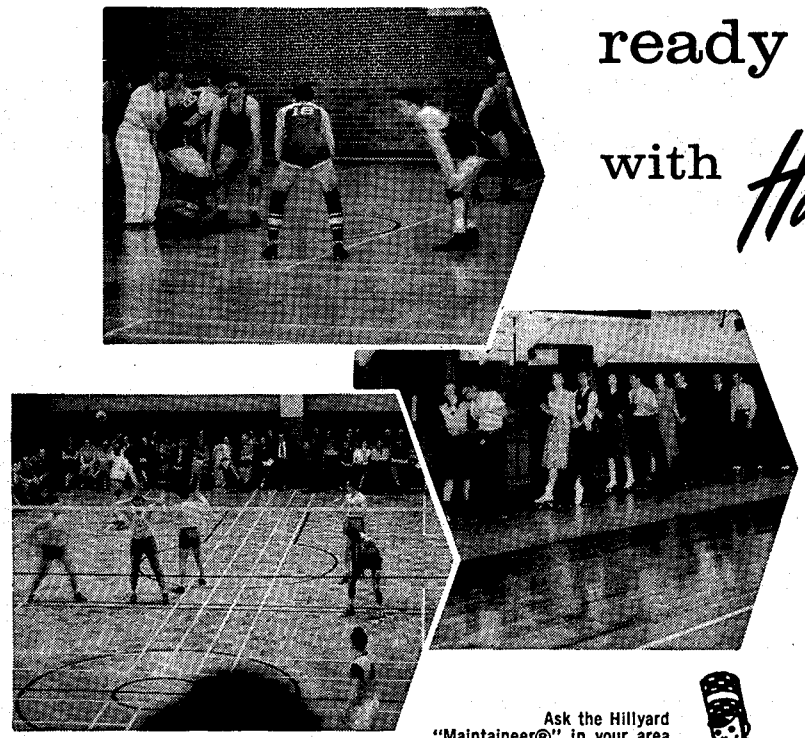
The toughest competition is expected to be in Turkey, Rome and Paris, although each country visited will field a "national" team. "More important, we think, will be the clinics, intrasquad games and demonstrations by our boys in those nations where basketball is in its early stages," Bloedorn stressed.

Although four of his stars from last season have been lost to the expanding pro ranks, Wingfoot Coach Hank Vaughn, anticipates an abundance of talent. In addition to Vaughn and his 10-man squad, Bloedorn will make the trip as manager.

The team was briefed by the State Dept. and by officials of Goodyear International Corporation in advance of the overseas trip.



One millionth ABC team, Wendelin Baking Co., Lincoln, Neb.: (l-r) Ken Hurley, ABC Rules Dept.; Sol Samazin, Swingster Bowling Shirt Co., which donated shirts to team; Jack Wendelin, team captain; Dick Winkleman, ABC representative; and Ed Wendelin whose bakery sponsors three teams among its 110 employees.



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FLOOR HILLYARD TREATMENTS



HILLYARD St. Joseph, Mo., Dept. P-6

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Champion Paper's trapshoot champions: (l-r, sitting) True Ward, Fred O'Dell, Hubert Corliss. (Standing) Calvin Allen and Jim Cain. The team missed on only 24 of a total of 375 targets.



Bernard Kalapach (l), American Oil Co., beat out Jim Wood (r), Union Carbide, in shoot-off to determine high gun. Kalapach blasted 72 of 75 birds, the last 50 at handicap distance.

Armco national tourney

CHAMPION PAPER WINS TRAP TITLE

High gun honors to American Oil's Kalapach in 12th annual national industrial shoot-off

A record field of 92 teams, 10 more than the previous high total, and 460 employee-trapshooters converged on Middletown Sportsmen's Club, Middletown, Ohio, Sept. 10 for the 12th annual Armco National Industrial Invitational Trapshoot.

And, the race for the team championship was almost as crowded as the shooting points on Middletown's excellent trap facility. A mere five targets separated the eventual winner from the ninth place finisher.

After the first round of 25 targets, Champion Paper, National Lead and the Westerner Club of Western Cartridge Co. were knotted in a three-way tie all hitting 122x125. Dropping back to handicap distance for the last of the two regulation rounds, proved no more decisive. While the Westerner Club missed by only one "bird," Champion and National Lead were still tied, scoring 113x125.

In a special shoot-off, the Papermakers withstood the pressure, blasted 116x125 to Lead's 114.

The battle for individual honors was equally close. Bernard Kalapach, American Oil Co., Whiting, Ind., won in a four-way shoot-off, but still another shoot-off was required for Joe Wood, Union Carbide Chemicals Co., South Charleston, W. Va., to take runner-up honors.

While entries represented companies from Connecticut, West Virginia and all the eastern Midwest states, Champion Paper's victory marked the 11th time in the Armco meet's 12-year history that the team trophy has remained in Ohio's Miami Valley. Teams from Dayton alone have won the meet six times, a reflection of the outstanding shooting program conducted over the years by the Dayton Industrial Athletic Assn.

12th annual Armco National Industrial Invitational Trapshoot

Middletown Sportsmen's Club, Middletown, Ohio

INDIVIDUAL CHAMPIONS

Bernard Kalapach, American Oil Co., Whiting, Ind.	50x50, 22x25
Joe Wood, Union Carbide, S. Charleston, W. Va.	50x50, 21x25, 23x25
Bruce Spaulding, Olin Matheison, New Haven, Conn.	50x50, 21x25, 21x25
C. O. Parsons, Wright-Patterson AFB, Dayton, Ohio	50x50, 20x25

TEAM LEADERS

Champion Paper & Fibre Co. #1, Hamilton, Ohio	235*
National Lead Company, Cincinnati, Ohio	235
Westerner Club, Western Cartridge Co., East Alton, Ill.	234
Inland Manufacturing Div., GMC #1, Dayton, Ohio	232**
Production Plating Works, Lebanon, Ohio	232
Delco Products Div., GMC, Dayton, Ohio	231
American Oil Company #1, Whiting, Ind.	231
Wright-Patterson Air Force Base #1, Dayton, Ohio	231
National Cash Register #2, Dayton, Ohio	230
Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind.	229
Olin Mathieson Chemical Corp., New Haven, Conn.	229
Cincinnati Milling Machine Co. #1, Cincinnati, Ohio	229
Armco Steel Corporation #1, Middletown, Ohio	228
Frigidaire Division, GMC #3, Dayton, Ohio	228
Owens-Illinois Glass Company #1, Godfrey, Ill.	226
McCall Corporation #1, Dayton, Ohio	226
National Cash Register #1, Dayton, Ohio	225
Dayton Power & Light Co. #1, Dayton, Ohio	225
Delco Products Div., GMC #3, Dayton, Ohio	223
Frigidaire Division, GMC #2, Dayton, Ohio	222
International Harvester Company #1, Springfield, Ohio	222

* Won shoot-off 116 to 114 out of 125 targets
** Won 4th place shoot-off 108 to 105 out of 125 targets

PAST CHAMPIONS

1950 Frigidaire Division, GMC, Dayton, Ohio	225
1951 Westerner Club, Western Cartridge Co., East Alton, Ill.	230
1952 Frigidaire Division, GMC, Dayton, Ohio	231
1953 Moraine Products Division, GMC, Dayton, Ohio	225
1954 Armco Steel Corporation, Middletown, Ohio	239
1955 Delco Products Div., GMC, Dayton, Ohio	235
1956 National Cash Register Company, Dayton, Ohio	233
1957 Delco Products Div., GMC, Dayton, Ohio	235
1958 Armco Steel Corporation, Middletown, Ohio	233
1959 Armco Steel Corporation, Middletown, Ohio	235
1960 The Cincinnati Shaper Co., Cincinnati, Ohio	235

$1½ billion sport

Including capital expenditures, bowling will contribute more than $1½ billion to the nation's gross national product in 1961, according to a forecast on the bowling industry presented by Brunswick Corp. president B. E. Bensinger.

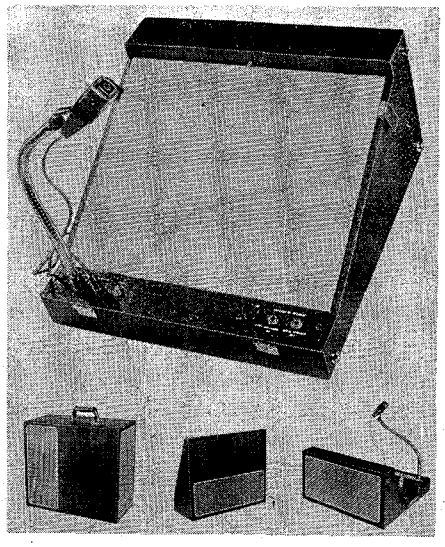
The $1½ billion GNP shows a 50% increase over the past four years. The industry reached the billion dollar mark in 1957.

The report revealed that more than 75,000 people are employed directly by the bowling industry and that approximately 175 manufacturing firms share equipment and accessory sales. Other items:

- The number of lanes has more than doubled in the past five years. There are now 114,000 automatic, commercial ten-pin lanes in this country.
- Despite the increase in lanes, the number of league bowlers per lane has grown from 44 in 1956 to 50.6 today.
- More than two million new bowlers are expected to enter the game during the 1960-61 season.
- League bowlers increased by one million in 1960-61. At least the same increase is expected this season.

Portable sound system

A completely self-contained unit incorporating amplifier, microphone and lectern in one compact luggage-type carrying case, has recently been introduced by Kaufman and Spanier, sound equipment manufacturers.



Versatile Ampli-Vox (see story) has many uses, (above) as its own lectern, (below, left) packed in handy carry case, (center) top section becomes separate loud speaker.

The Ampli-Vox Portable Rostrum provides a high volume sound system that is as easy to use as a transistor radio. With adequate power for audiences of more than 500 people, Ampli-Vox operates on two, six-volt standard batteries which provides reliable service for up to 800 hours.

Its convenient portability allows it to be used wherever and whenever required—at meetings, banquets, clinics, picnics, sports events.

For complete information, write Kaufman and Spanier, Dept. RM, 3166 N. Lincoln Ave., Chicago 13, Ill. Retail price is $124.50 less batteries.

40 million sportsmen

An army of 40 million Americans fished and hunted last year according to the 1960 National Survey of Fishing and Hunting just released by the Fish and Wildlife Service.

Broken down, there were 25.3 million fishermen and 14.6 million hunters of which 9.5 persons did both.

Comparable in coverage to a 1955 survey, the report shows that the number of outdoor sportmen has climbed at a faster rate than the population during the past five years. During this period, fishermen and hunters increased 22% and 24% respectively, while the population jumped 11%.

Of all persons 18 years of age and older in 1960, one woman in every 10 fished, one in every 69 hunted. One man in four fished, one of five hunted.

The number of women who hunt increased by 106% while those who fish increased 21% since 1955. A 38% increase in salt-water fishermen accounted for a considerable part of the overall fishing increase.

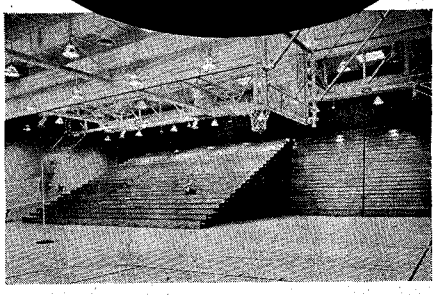
Cost of Turnover

Direct dollar cost of turnover per employee ranges from $350 for basic clerical work to more than $10,000 for the more complex trainee-type position, according to a recent survey by the Assn. of Casualty & Surety Companies.

Covering the association's 52 member companies and their 100,000 employees, the study disclosed that the largest reporting companies have the lowest turnover.

SPECTATOR SEATING ... FOR Multi-Sports EVENTS

BERLIN BLEACHERS



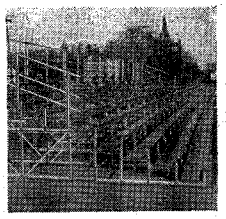
EZ-A-WAY FOLDING BLEACHERS

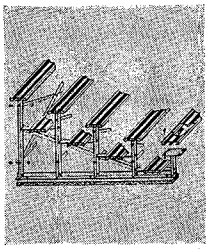
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ALL-STEEL PORTABLE BLEACHERS

Stationary and Mobile . . . standard interchangeable sections that permit additions vertically and laterally.



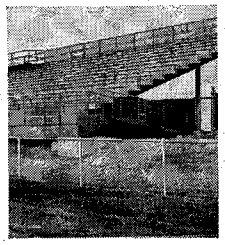


ALUMINUM PORTABLE BLEACHERS

Ideal for outdoor use . . . no maintenance . . . no painting . . . lightweight . . . unequaled by any type bleacher . . . independent sections . . . average weight 9 lbs. per seat

STEEL DECK GRANDSTANDS

Three types of construction: Standard—furnished with 2"x 10" select structural Fir seat boards. Alternate — All aluminum seat boards. Alternate — grandstand furnished with (2) 2" x 6" structural Douglas Fir seat boards.



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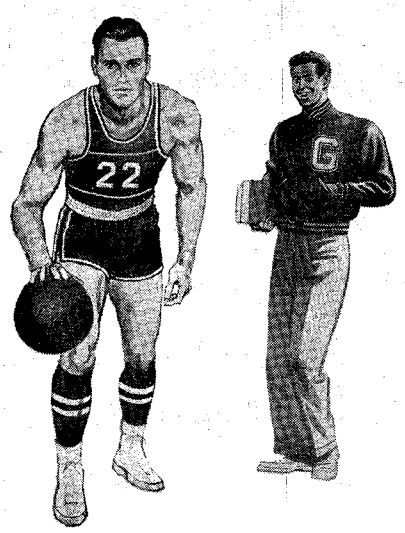
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General Uniforms

If you measure the success of your athletic program in terms of the "good will" it creates . . . you'll find that it pays to outfit your teams with GENERAL uniforms.

Comfortable, colorful, superbly styled . . . GENERAL uniforms give any team that "well-dressed" look . . . are the kind that players are proud to wear.

Your local sports dealer will be glad to show you the wide selection of styles, materials and colors that are available. Ask him about GENERAL uniforms today!



GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio

CLASSIFIED

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bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

POSITIONS WANTED

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

Director of multi-phase recreation program for largest organization in state seeks greater challenge. B.S., M.S., married, two children. Salary, $12,000.
CP-32—RECREATION MANAGEMENT

15 yrs rec exp. including 11 in supervisory capacity U.S. Army special services and 4 yrs boys' camp director. Woman, interested in similar job with industry in Chicago area.
CP-35—RECREATION MANAGEMENT

Masters degrees in group work, counselling and personnel. 18 yrs experience in counselling and directing youth and adult activities in community center, Army and V. A. Age 40, married. Available immediately. Salary $7,000.
CP-36—RECREATION MANAGEMENT

M.E. in physical ed. 9 yrs high school coach spending summers with industry and municipal recreation depts. organizing sports and social activities. Married. Salary: $7,200.
CP-37—RECREATION MANAGEMENT

14 years experience all phases of recreation including 12 as municipal director of parks & recreation. Married, age 40. Minimum starting salary: $5,500.
CP-34—RECREATION MANAGEMENT

BA in Recreation, MS in Physical Ed, six years full time administrative experience in community and industrial recreation. Married and one child. Age 30. Will accept personnel work along with recreation responsibilities.
CP-40—RECREATION MANAGEMENT

WITTEK GOLF RANGE SUPPLY CO., INC.

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Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

RM THINGS TO WRITE FOR

Public affairs pamphlets

Handy catalog lists 120 pamphlets available from The Public Affairs Committee, Inc. for group or individual study.

Classified under four general subject-headings, current titles cover social problems, health and science, family life and inter-group relations. Individual pamphlets cost 25¢ with lower rates for quantity orders.

The Public Affairs Committee is a non-partisan, non-profit organization founded in 1935 "to develop new techniques to educate the American public on vital economic and social problems and to issue concise and interesting pamphlets dealing with such problems. Write for free catalog to:
Public Affairs Pamphlets, 22 E. 38th St., New York 16, N. Y.

Free movies, slidefilms

A selection of 16mm motion pictures and 35mm slide shows, covering a variety of subjects and ranging in time from 14 to 58 minutes, are available without charge for showing to youth groups.

Films may be ordered through Eastman Kodak's Audio-Visual Service. Also available is a booklet, "Kodak School and Club Services," which describes these films in detail and covers other films which explain various photographic techniques.
Audio-Visual Service, Eastman Kodak Company, Rochester 4, N. Y., free

Trampoline wall charts

Five new instructional wall charts are being offered by American Trampoline Co., which contain illustrations and teaching aids for 4 trampoline stunts.

Each chart measures 17" x 22" and are available at no charge from all American Trampoline dealers or write:
American Trampoline Co., Jefferson, Iowa.

Gift ideas

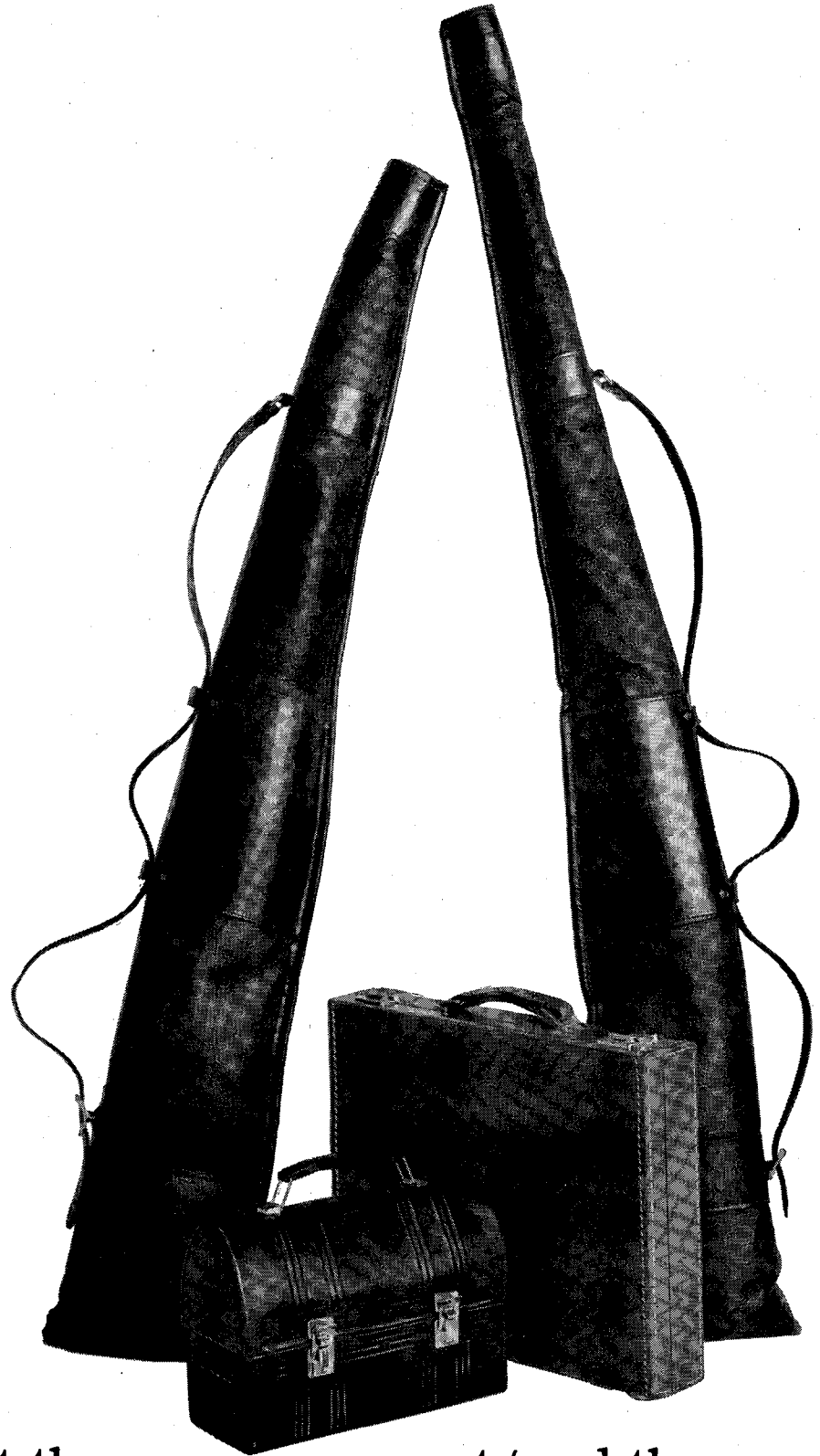
A new executive "gift idea book" just published by W. Bell & Co. contains more than 300 pages of items specially selected for business gifts.

Printed in full color, the wholesale catalog features quality merchandise ranging from $5 to $50.
W. Bell & Co., 14th and P Streets, N. W., Washington 5, D. C. Free copies to business firms and organizations

Facility catalogs

Three colorful, new catalogs on basketball, gymnasium and playground equipment are now available from Porter Athletic Equipment Co.

The 36-page basketball equipment catalog covers Porter's full line of backboards, goals and related accessories. A complete line of gymnasium equipment, including Porter's new Olympian gym apparatus, anthropometric and corrective equipment, is shown in the Gymnasium Apparatus catalog.
Porter Athletic Equipment Co., 9555 Irving Park Rd., Schiller Park, Ill., free



Isn't the man you want (and the man you want to keep) a man who'd enjoy shooting?

Shooting facilities are more and more a part of industry recruitment and recreational benefits. And for good reason. Shooting sports appeal to the right kind of people—men who are intelligent, careful and stable. If your company would like to know more about recreational shooting, of any kind, write to Winchester-Western, New Haven 4, Connecticut.

WINCHESTER® Western®
WINCHESTER-WESTERN DIVISION Olin

BOWLING WORKS FOR BUSINESS AND INDUSTRY



Lilly's Rx FOR FUN: BOWLING!

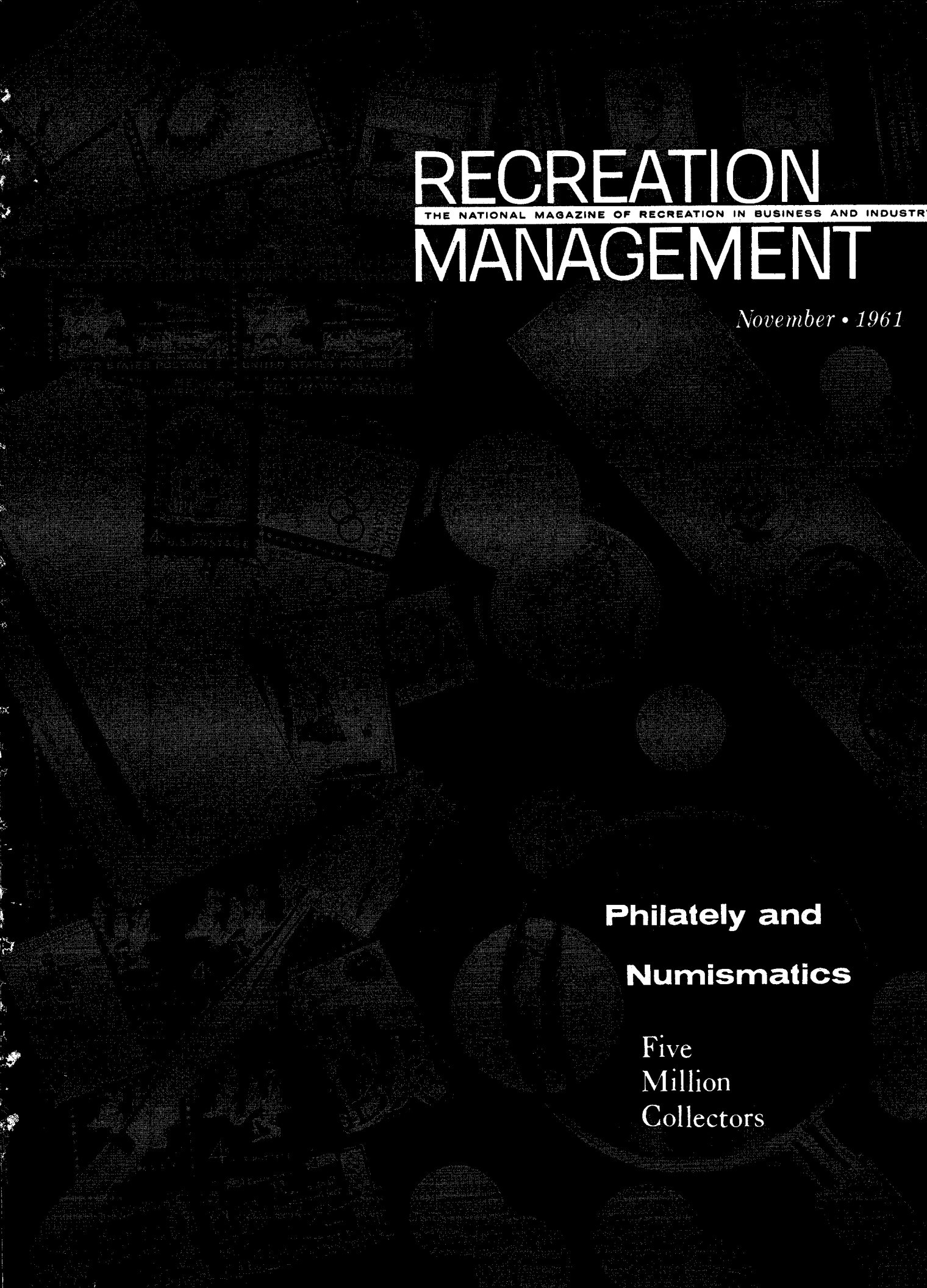
"The success of bowling has been due to the interest and desire of the members to improve our leagues and tournaments . . . because young and old alike can participate," says Mr. Harold Bechert, Chief of Employee Activities at Eli Lilly Company. Success? 525 men and women bowl in 9 leagues, on 104 teams and in 4 annual tournaments!

Bowling brings employees together in team competition where there are no blue collars or white collars. The spirit of teamwork between management and worker reflects itself in better company relations. And bowling is one of the least expensive sports a company can support. Let bowling work for you!

For information on how to organize bowling league activity write Brunswick Corporation, Recreation Department, 623 S. Wabash Avenue, Chicago 5, Illinois.

The No. 1 name in Bowling

Brunswick
CORPORATION



RECREATION MANAGEMENT

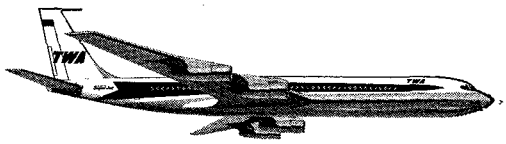
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

November • 1961

Philately and Numismatics

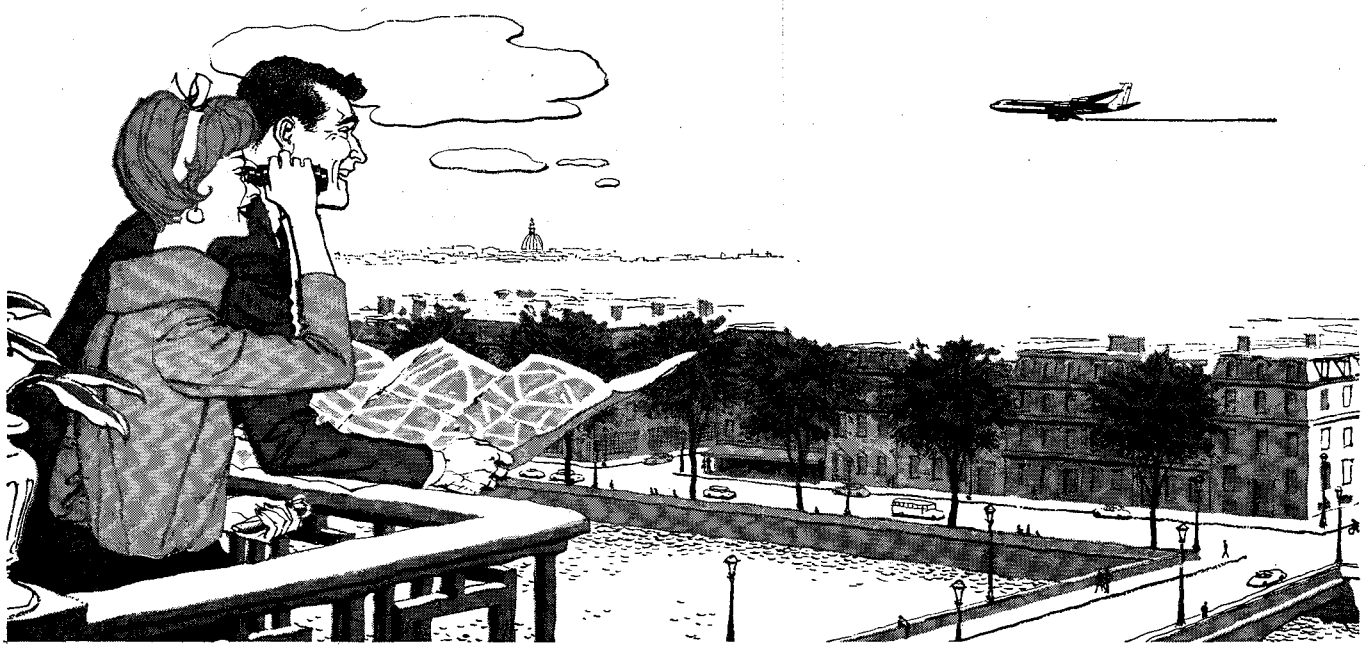
Five Million Collectors

Employee fun for '61



TWA again slashes jet fares to Europe!

TWA 17-day Economy fares are here again! The fares that make a glamorous vacation abroad a possibility for nearly everyone. For example, your employee group can fly from New York to London . . . spend two weeks sightseeing, shopping, resorting . . . and jet home for a round-trip fare of only $350.00. While in Europe, employees travel on their own or on a fabulous TWA Jetliner Tour from 10 to 51 days. Tours start as low as $471.00, including round-trip air fare.† Put Europe in your Employee Vacation Plan this year. And *savings* with TWA 17-day Economy fares.



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TWA *THE SUPERJET AIRLINE**

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† Prices per person based on 17-day Economy fares from New York, effective October through March. Two people traveling together sharing twin-bedded room.

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THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

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FEATURES

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The human need to excel can't always be satisfied on the promotion ladder

A COMPANY is only as great as ITS PEOPLE

An opportunity to enjoy a full range of recreational activities along with an interesting vocation is provided by 3M Company.

We look with pride on the role our recreation program is playing to help make 3M a better place of employment. Today's pace is fast with people often times under pressures that, without a balance wheel, could be detrimental to health and happiness. A broad, constructive recreation program can provide the balance wheel that brings a change of pace and relaxation.

We all recognize the human need to excel in something, and, unfortunately, it can't always be on the promotion ladder even in a growing company. Our broad range of activities provides opportunities for the employee to be recognized for his individual skills and accomplishments.

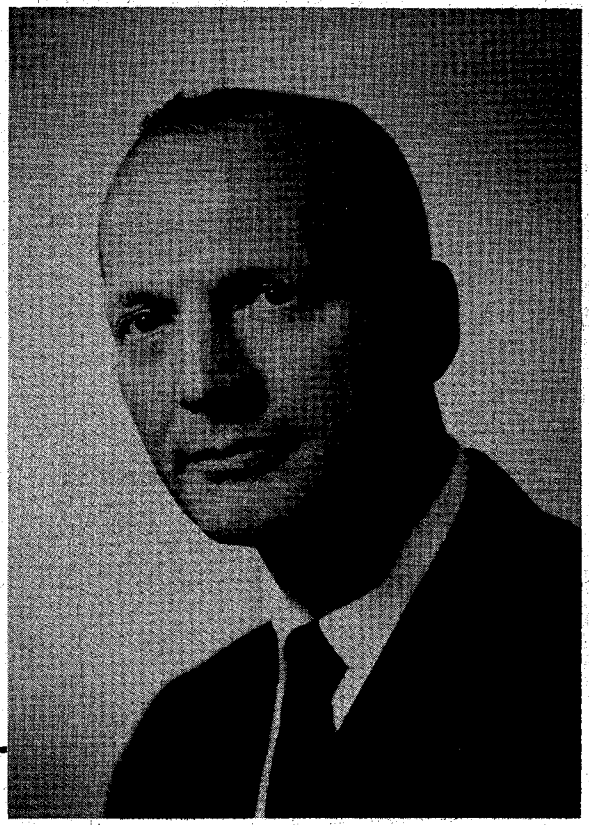
While "togetherness" is becoming a bit trite as an expression these days, nevertheless, many of our people are brought together in a common interest for the first time, giving each person a better knowledge, understanding and appreciation of his fellow workers. Cooperation and teamwork come naturally to people who enjoy mutual interests.

The individual can gain such experience in music, art, sports, hobbies, social and service programs which offer leadership opportunities along with development of administrative ability. Personal development to assume greater responsibility in the company also is afforded by being active in managing specific activities. In large organizations this has real value since it is not always possible to provide such opportunities on an individual's immediate job.

Through participating in club programs the families too can get to know and understand the company better. Family participation has a part in strengthening important ties that make the 3M communities a better place in which to live. In the final analysis, a company is only as great as its people. The family is the bulwark of our society.

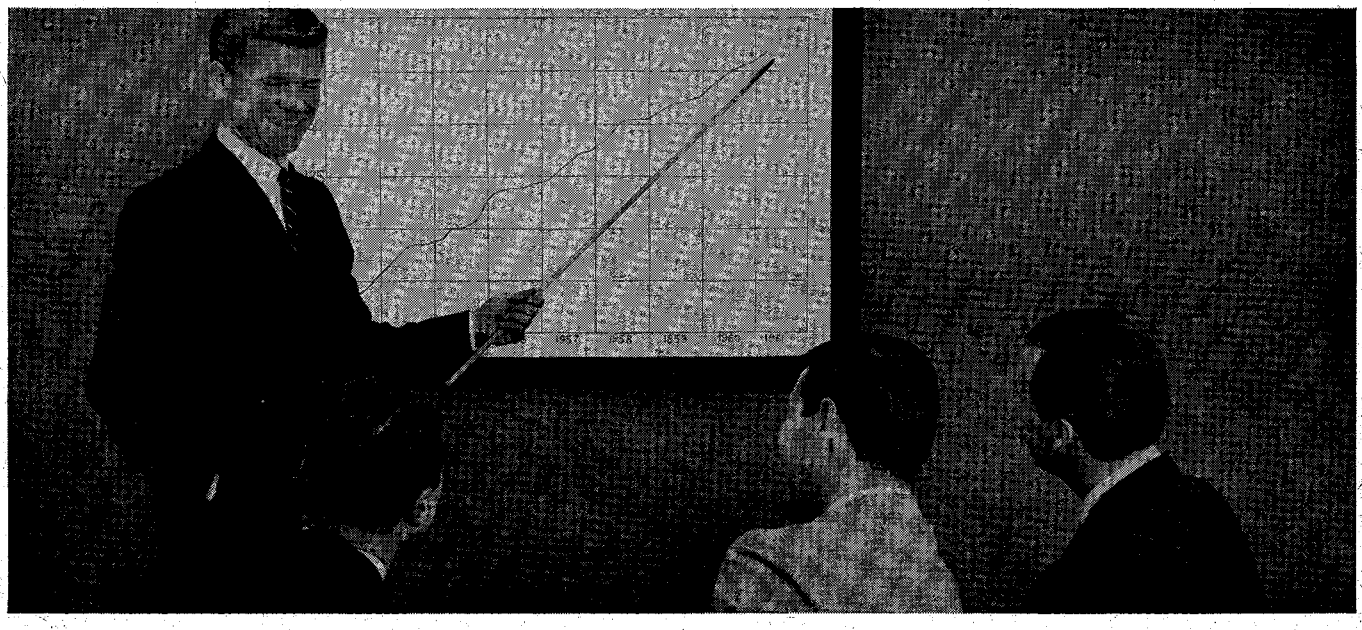
I feel that it is only fitting to dedicate the 1961 Class "C" Helms Recreation Award won by 3M to the thousands of people who have made both our recreation program and our company a successful member of our free enterprise system.

W. M. Bennett
Director of Civic Affairs
Minnesota Mining & Manufacturing Company





Performance



improves performance

Plan your employee bowling program now – and make sure it's an AMF-equipped Bowling Center.

Why employee bowling?

- All employees can participate. Bowling's easy to learn ...invigorating but not strenuous.
- Sure-fire popularity. Bowling is today's most popular participation sport.
- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMF extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
- Superb facilities. AMF-equipped centers offer ultra-modern equipment, luxurious surroundings, delightful refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up your bowling recreation program—easily and economically. See him soon, and get the ball rolling.

AMF PINSPOTTERS INC.

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY COMPANY
AMF BUILDING • 261 MADISON AVENUE, NEW YORK 16, N. Y.

BOWL WHERE YOU SEE THE "MAGIC AMF TRIANGLE" T. M.

HELMS REPORT, Part III: Summaries of the 1961 Helms Industrial Recreation Award winning programs

3M's key to success

Definite objectives, business-like approach to recreation win NIRA Class C Award for Minnesota Mining & Mfg. Co.

Starting only with sand paper and the conviction that "Research Is the Key to Tomorrow," Minnesota Mining & Mfg. Co. has written one of the most amazing success stories in the annals of American industry.

Rising from obscurity during the depression, 3M today employs 7,000 people at its St. Paul headquarters and another 11,000 throughout the world. With sales hitting $600 million annually, 3M's diversified products range from "scotch" tape and abrasives, plastics and lithograph plates, chemicals, adhesives and copy machines.

Quite obviously, the same caliber of foresighted leadership and capable administration has been applied to employee services. 3M has proved that business-like operation and organization is the key to successful industrial recreation programming.

Winner of the 1961 Helms Industrial Recreation Award for NIRA Class C (5,001 to 10,000 employees), the results of 3M's recreation policy are clearly evident in the participation statistics charted below.

A total of 52 sports, social and cultural activities, offered through the employee-governed 3M Club, produced almost 300,000 manhours of recreation last year. Putting it another way, this means that every one of 3M's 7,000 St. Paul employees participated for almost one hour of every week in the recreation program.

One of every four employees bowls in a 3M league. An average of 1,200 couples turn out for each of five dances. A band member spends 120 hours a year in rehearsals.

But, advises John Leslie, full-time manager of employee recreation, "Activity at 3M isn't just for the sake of doing something: have a purpose in mind."

From a management standpoint, 3M officials are convinced that industrial recreation serves many purposes. W. M. Bennett, director of civic affairs (see "Top Management Speaks," page 4), cites four important functions:

- Brings people together in common interests which makes for improved teamwork and communications.
- Helps provide a balanced life physically and mentally.
- Satisfies the human need to excel in something.
- Helps develop administrative talent through the opportunity to head committees and organize programs.

3M President H. P. Buetow points to the sense of loyalty and feeling of belonging generated by employee recreation, particularly when the employee's family has a full share in

3M Club Recreation Participation and Financing, 1960

Intra. Sports	Members	Manhours	% Budget
Bowling	1,700	38,500	52.6
Golf	700	28,500	21.1
Softball	300	6,000	7.9
Tennis	100	3,200	4.2
Rifle*	50	3,000	3.1
Table tennis	50	3,000	3.1
Basketball	150	1,800	3.7
Archery*	30	1,560	.6
Volleyball	50	480	3.1
Trapshooting	20	80	.6
total	3,150	85,620	16%

Com'l Sports	Members	Manhours	% Budget
Golf	24	1,620	12.9
Bowling	12	792	22.1
Softball (men)	30	600	28.1
Basketball	15	450	5.1
Hockey	15	450	16.4
Tennis	10	330	3.1
Rifle	8	320	7.6
Softball (girls)	15	300	4.7
total	129	4,862	7%

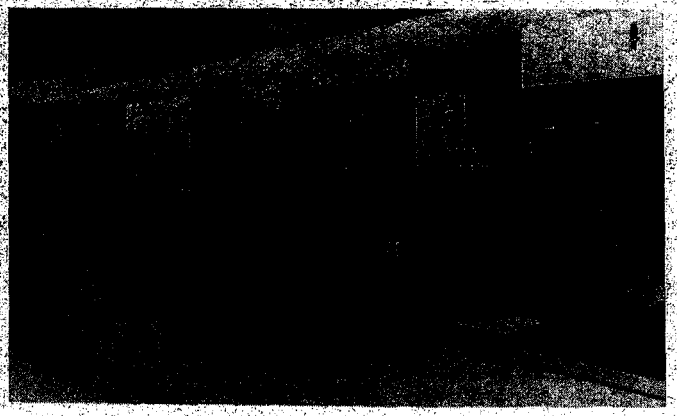
Special Events	Members	Manhours	% Budget
Picnics (3)*	17,500	87,500	25.9
Dances (5)*	12,000	48,000	6.9
Banquet*	4,500	18,000	31.1
Decorating classes*	900	1,800	1.7
Rep. party (4)	400	1,600	2.1
Rep. picnic (4)*	300	900	2.1
Dress-a-doll*	200	800	1.3
Sports award banquet (2)*	110	600	1.7
Fishing contests	500	—	2.9
Winter Carnival	—	—	20.8
Bereavement fund	—	—	3.5
Driving classes*	25	200	—
Discount tickets	—	—	—
total	36,435	159,400	48%

Clubs, Hobbies	Members	Manhours	% Budget
Ski Club	80	4,800	10.6
Bridge interamural*	100	3,240	11.7
Dramatics*	50	3,000	10.6
Bridge commercial	60	2,800	3.2
Cribbage	35	2,310	7.3
Camera*	110	2,000	10.6
Aviation*	55	1,800	10.6
Prospectors*	38	1,080	5.3
Chess	12	900	5.3
Hi-Fi	50	900	5.3
Skin Diving*	50	800	2.7
Coin club	28	720	5.3
Stamp club	28	540	6.2
Horseback riding	50	400	5.3
total	746	25,290	3%

Music	Members	Manhours	% Budget
Orchestra*	60	6,000	21.7
Male Chorus	75	5,600	20.4
Women's Chorus	75	5,600	16.7
Band*	50	2,800	13.1
Scotsman	15	1,500	9.4
Concerts (4)	270	1,350	8.1
3M'ers	12	600	10.6
total	547	23,450	26%
Grand total	**41,007**	**298,622**	**100%**

*open to family and/or guests





Golf (above) ranks as 3M's no. 2 sport as it does throughout industry. ***Display case*** (below), near main entrance, keeps members posted on 3M Club activities and exhibits hobby club projects.

the program as they do at Minnesota Mining & Mfg. Co.

"Further evidence, if any is needed, of our faith in the value of a family recreation program," stated Buetow, "is our recent purchase of a 310-acre tract of land."

Conveniently located between 3M's St. Paul and Hastings plants, the site will be developed into an outdoor employee recreation area with an 18-hole golf course, archery range, ski slide and many other facilities. At present, the master site plan has been completed, the picnic area and a picnic shelter have been finished.

Already 3M Club leaders have an inkling of the tremendous impact the park will have on increasing participation and expanding activities. But the club's organizational plan is capable of taking it all in stride.

A voluntary employee membership association, the 3M Club is governed by four elected officers, a board of directors and a representative council.

The vice president automatically moves up to the presidency. The out-going president and treasurer then serve on the board of directors for three-years terms, the secretary for a one-year term. The council is made up of 250 representatives elected from all departments in manufacturing, laboratory and office areas.

Individual clubs and activities are administered by their own elected officers who provide voluntary leadership and guidance. Four full-time and three part-time employees, headed by Leslie, are employed by the company to provide further counseling, guidance and coordination.

The volunteer leaders, numbering about 330, are responsible for drawing up budgets for the various activities. These are reviewed by the recreation manager and then acted upon by the board of directors.

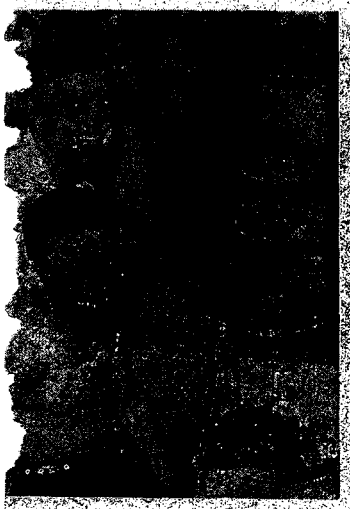
3M Club memberships, at $1 annually, have been taken by 5,380, or 77%, of the employees. These dues provide about 8% of the Club budget. Additional income is derived from special fees for some activities such as $1 per year for most hobby clubs, $2.25 for banquet tickets, etc.

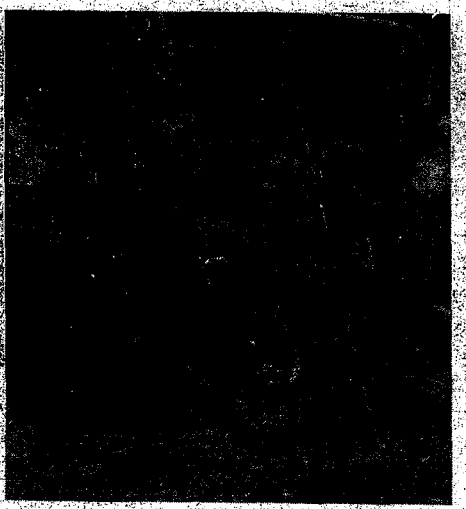
But proceeds from vending machines provide the lion's share of the revenue, 80%. Other sources include interest and salvage sales. Items written of 3M's books are placed in the company store for resale.

Sponsored activities cost the Club about $33,000 last year. The company contributed about $27,000.

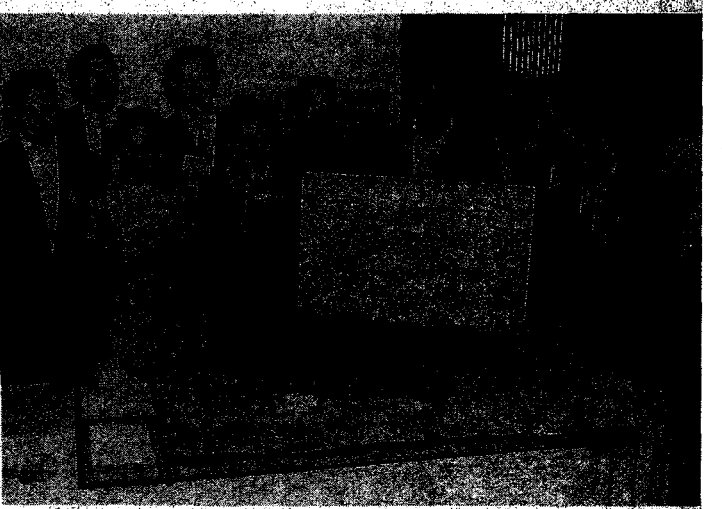
Half the budget for music activities is provided by the company which also finances Winter Carnival expenses, picnics, sports award banquet and contributes $350 out of $850 for the fishing contests. The company also foots the bill for all commercial, inter-company sports on the principle that these activities put forth the company name.

The tables at left provide a worthwhile study of 3M Club budgeting. For example, intramural bowling receives 52.6% of the funds for all Intramural Sports which together receive 16% of total club funds. However, the table shows much more than fund allocations. It reflects the thorough organization and the sound business operation which make 3M recreation nationally outstanding.

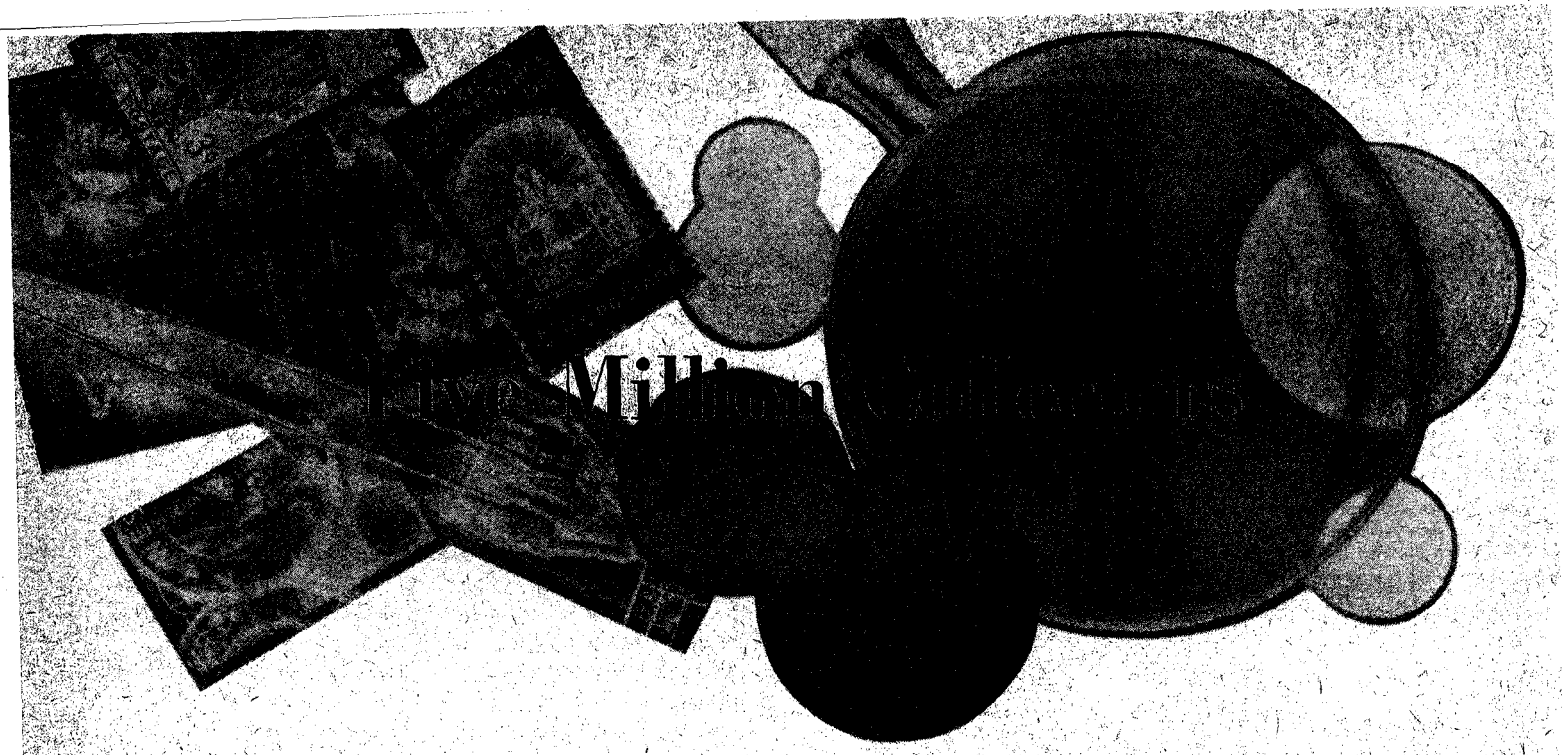




Pie-eating contests, many other attractions, make 3M Club family picnics an annual highlight. ***Playground*** on new park site also attracts family participation.



Club officers inspect proposed model of 3M's 310-acre recreation area: John Leslie (4th from left) recreation manager; Ed Johnson (7th from left) 3M Club president; and Bob Mueller (2nd from right) vice president.



Million Collectors

Philately and numismatics comprise the largest group of hobbyists and a great potential for employee clubs

by Ada Paskind Kahn

A *Wall Street Journal* report estimates that more than 2½ million people identify themselves as numismatists, a fancy name for coin collectors. An equal number are stamp enthusiasts, or philatelists.

Thus, these two universally popular hobbies attract more people than any other single hobby. But, more important, stamp and coin collectors aren't all individual hobbyists. Many collectors find the greatest enjoyment from their hobbies by participating in clubs.

Since collecting stamps and coins are hobbies that build friendships, offer assistance and afford opportunities for learning, joining a club seems natural to collectors.

The Tokheim Corporation Coin Club, Fort Wayne, Ind., was recently organized in this spirit of friendship and helpfulness. The purpose of this new group is typical of many industrial stamp and coin clubs: to assist new collectors, to sponsor barter sessions and to give advice to novices on what and where to buy new additions.

Tokheim's club plans for eminent speakers in the numismatic field to appear on programs to discuss specific issues and collecting trends. Exhibits of members' collections are also planned.

One Tokheim collector recommends coin collecting for the thrill of tracking down and finding a particular coin. It is a hobby, he says, where the participant can spend as little or as much money as he chooses.

Because the problems and interests in collecting stamps and coins are similar, many companies organize clubs for both hobbies. The General Motors Technical Center, Warren, Mich., for example has more than 75 members in its Stamp and Coin Club, many of whom began their collections after the club was formed.

The GMTC Club holds nine monthly meetings a year, held in rotation at the various units of the TC site. Each unit has a contact man for members working in that unit. Dues are $1 annually, used to defray stationery and miscellaneous costs. One auction is held each year, at the home of a member.

A popular activity among most industrial clubs, "Stamp auctioning goes on in a similar fashion to any other—cattle and tobacco included," says a member of the General Dynamics/Fort Worth stamp club.

STARTING A HOBBY

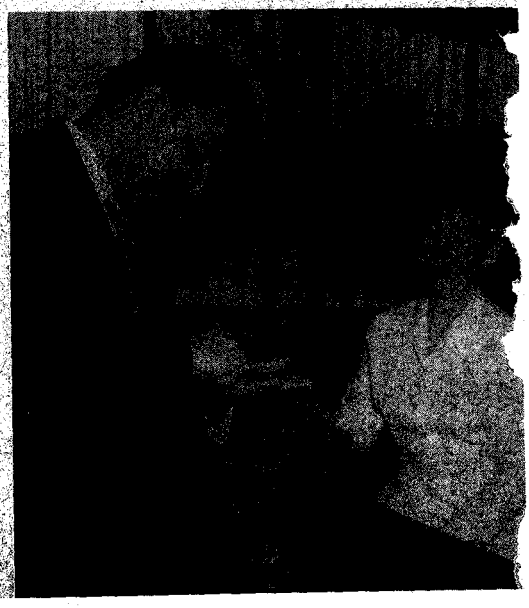
Many collectors accumulate interesting stamps and coins from friends, letters or by happenstance. Another practical way to get started is to purchase a beginner's outfit. In stamp collecting, this consists of some stamps and the basic tools of the hobby.

Stamp collecting can be a fairly inexpensive hobby since only a few items of equipment are needed.

First, an album for mounting stamps is essential. There are many good albums on the market, some blank, some printed. Printed albums are usually more interesting to the beginner since they provide space for stamps and illustrate hundreds of them making classification easier. Printed styles come in many forms and degrees of completeness, ranging in price from about $5 to $25.

Stamp hinges are the next essential, since stamps should never be pasted

Finding coins for 600-piece collection, a GM Technical Center employee checks his change at plant cafeteria in Warren, Mich.



down. Hinges eliminate possible damage and allow easy removal.

Stamp tongs, or tweezers are also useful. In appearance they look like ordinary tweezers except that the inner surface of the points is perfectly smooth to avoid damage.

A perforation gauge and millimeter scale is a small rectangle on which rows of tiny dots are accurately engraved between two parallel lines exactly 20 millimeters apart.

A watermark detector and magnifying glass are other important tools.

Finally, a catalog may be purchased by the club for members' use. The *Standard Postage Stamp Catalog*, published annually, has more than 2,000 pages and lists, describes, illustrates and values all stamps issued throughout the world.

SPECIALIZING

Most stamp clubs are interested in philately as a whole, but others concentrate on certain specialties.

Servel, Inc., Evansville, Ind., members have a collection of refrigeration stamps. An enclosed, locked bulletin board is regularly placed on exhibit in the company cafeteria where specialized collections are displayed.

There are clubs whose members collect only precancelled stamps. Then there are aero-philatelic societies devoted to air mail stamps. Others collect stamped envelopes or specialize in revenue stamps. Some are interested in Christmas and charity seals.

To indicate the range of specialties, an employee of the General Electric Fort Wayne Works recently exhibited a collection of Mothers' Day commemorative stamps.

A Westinghouse employee, Pittsburgh, uses his large collection to decorate a variety of articles, from bottles and vases to picture frames and a large paneled screen.

His most ambitious project, the screen stands five feet high with each of its 10 panels 18 inches wide. He illustrates patriotic themes on the panels by gluing down more than 35,000 common one, two and three cent stamps and commemorative issues.

Club members at Nationwide Insurance, Columbus, Ohio, describe specialization of individual members this way: "You start collecting stamps, and then one day you realize that you can't collect all the stamps there are, so you settle on certain areas that strike your fancy."

Clubs are particularly helpful to the individual with a specialized collection, as his opportunities for trading widen with the group.

Nationwide's stamp club followed the gamut of program possibilities for the first two years of monthly gatherings and now meet only to swap stamps. Members feel this is the most important function of the club.

However, the club continues to offer services through a reference library, subscriptions to four stamp magazines and a buying service. The club is also affiliated with the American Philatelic Society, the national organization for stamp collectors.

The coin collector can specialize just as the stamp collector. The numismatist who has other hobbies can often combine them enjoyably with coin collecting. It is possible to build up a collection specializing in ship, railroad, building or portraits of great men.

Many specialize in American coins which reflect history and tradition. Because American coins are so much in demand, they are collected by series or by types.

In series collecting, the objective is to get one coin of each date from each mint. In the case of older coins, which are usually more expensive, type collecting is more appropriate. This involves obtaining one coin of each design type, of any date or mint mark.

A member of the Delco Products Coin Club, Dayton, Ohio, accumulated 15,000 U.S. coins and 10,000 foreign coins in less than three years. His hobby began when a friend gave his wife some Indian head pennies. His oldest coins are from the Roman Empire. He also has Chinese gold coins dating back to 1392.

LOOK IN YOUR POCKET

The beginning collector can start looking at coins in his pocket in order to become familiar with American coins. Then he can decide in what area to specialize.

Some collectors start with Lincoln pennies, or cents in the more appropriate name, and some have become quite valuable. The 1909 SVDB, for example, is worth about $40 now.

Many collectors go for commemorative coins, most of which are half dollar pieces. The first of these was struck in 1892 for the Columbian Exposition, and the last was in 1954, for George Washington Carver.

Soon after becoming collectors, the numismatist begins thinking in terms of acquiring "proof sets" of coins struck by the mint (penny, nickel, dime, quarter and half dollar.) Packed in a compartmentalized plastic sheet, they are collector's items because they are as nearly perfect coins as can be minted. In their air-tight containers, untouched by human hands, the coins remain in perfect state indefinitely.

Valued at 91¢, they cost the collector $2.10 at the mint. Indicating the increased interest in this hobby, 1.8 million proof sets were bought in 1960. Orders for 1961 coins are already well over 2.3 million.

We've all heard the old adage, "don't take any wooden nickels." A Seeburg Corp., Chicago, Ill., employee doesn't heed that advice, but instead makes it his hobby to collect wooden money. His collection now numbers more than 3,500 pieces. The money runs in denominations of 1/5 of a cent to $10.

Dates are not always good criteria for evaluating coins. Some centuries

see "Collecting", page 17

Buying items to build her collection of U. S. stamps of all kinds, another GM Technical Center employee stops at the Post Office.



Keeping the collection in good condition for display is another important phase as shown by this Charmin Paper Mills employee.



a real "*shootin' club*"

No social frills, few meetings, but plenty of shooting. Here's how a company club gives "more bang for the buck"

"Our club is designed as a shooting club and is operated for the enthusiast who wants to shoot. If you are looking for a social club with a program of many evening membership meetings, perhaps this club will not meet your requirements. If on the other hand you want to shoot and improve your capabilities with the shotgun, then we have just the outfit you're looking for."

Such candor in a letter of invitation to prospective club members is rare—but read on:

"When you join the North American Aviation Skeet & Trap Club, you will be given a Whiting shooting sweater and a warm-weather trap vest, both with club brassards! For the club to make this possible, we must have your support at our shoots.

10 BIG SHOOTS

"Our program includes 10 club shoots a year—you will be expected to participate in at least five. If you attend less than this, you would not be supporting the club, and the club would not be doing very much for you!"

Sound blunt? It is. But it's a sales letter that few real shooting enthusiasts could turn down. The program it describes provides exactly what they are looking for—plenty of shooting in competition with other serious shooters.

Organized last year by employees of the Los Angeles Division, North American Aviation, Inc., the NAA Skeet & Trap Club holds no social events and its bylaws provide for only one general business meeting a year.

With this single exception, the only time the club meets as a group is at the 10 scheduled shoots and a special year-end shoot. In addition, the club sponsors and pays the entry fees for a five-man skeet team and a five-man trap team each year in at least two major registered events such as the Golden West Grand at Reno, Nev., or the Las Vegas Sahara Tournament.

As significant as it is unusual, the club lives up to its name, "Skeet & Trap." Few clubs actively sponsor both shotgun games, but all 10 of the regular NAA club shoots combine 50 rounds of trap with 50 rounds of skeet for a total of 100 targets.

Each of the regular matches is followed by a special event such as the duck tower, buddy shoots, doubles trap, Olympic skeet or a special dinner and night shoot with the women participating in a "miss and out" trap event.

FOUR CLASSIFICATIONS

To tighten competition by letting each member shoot against others of equal ability, the shooters are divided into three groups: Class A (87% average and better), Class B (67% to 86.99%) and Class C (66.99% and under).

First and second place winners in each class are awarded prizes such as gun cases, field glasses, primers shells and other accessories.

At the year-end shoot, first and second place trophies are awarded in each class and merchandise prizes are presented to the third, fourth and fifth place shooters.

Other incentives include special awards to the shooters showing the greatest percentage improvement and the gold "Bird Busters" pin for perfect attendance.

The club is financed largely by entry fees of $6.50 per shooter for the 100-round events. While this is $1.50 above the direct range costs, this "profit" covers club operating expenses and awards.

Other income is derived from $10 yearly dues and a $10 initiation fee. These funds are expended primarily for the new member's shooting sweater and vest.

In its first season running from January through August, the club's 37 members, of whom 25 competed in almost all events, plus four guests, shot at 29,541 targets, breaking 22,658 for a 76.7% record.

TWO KEY MEN

These and other detailed statistics are compiled by the club's executive officer who, along with the field captain, bears primary responsibility for operating the shoots.

These two officers with the club president, secretary and treasurer form the board of directors which meets as required to handle business and policy matters. Board meeting minutes are sent to the membership by mail.

With the club executive acting as official range officer at all events, the field captain serves as custodian of all club real property and is in charge of range safety including instruction programs and enforcement of violations.

High guns of the North American Skeet & Trap Club were sent by the club to a recent National Skeet Assn. shoot: (l-r) Bill May, John Nettleton, Jim Driskell, Walt Gilman, and John Thomas. Gilman, the club's executive officer, won the meet with a perfect 100x100.

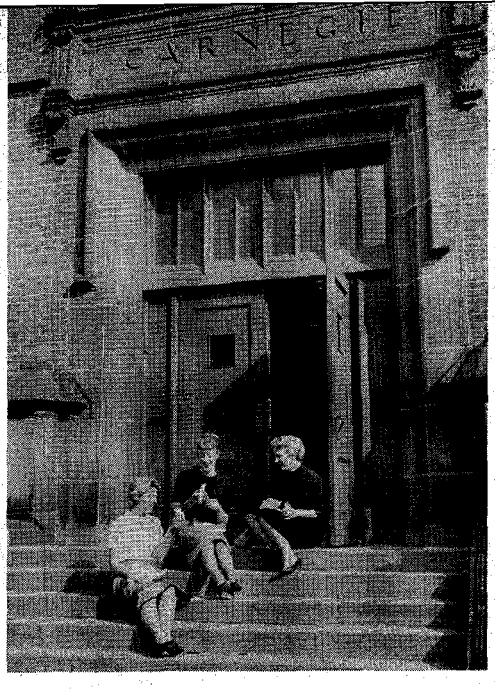




Isn't the man you want (and the man you want to keep) a man who'd enjoy shooting?

Shooting facilities are more and more a part of industry recruitment and recreational benefits. And for good reason. Shooting sports appeal to the right kind of people—men who are intelligent, careful and stable. If your company would like to know more about recreational shooting, of any kind, write to Winchester-Western, New Haven 4, Connecticut.

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by Dave Warner

COLLEGE CAMPUS FOR A FACTORY

Sportswear supplier doesn't overlook its own "family" while concentrating on the recreation needs of the general public

Champion Knitwear Co. of Rochester, N. Y., is among the nation's biggest suppliers of athletic and recreational sportswear on the industrial level as well as for schools and colleges.

But, while this firm concentrates its efforts on supplying the nation's ever-growing recreation market, it makes a point of not overlooking its own "family."

Though Champion has by no means the most extensive recreation program for employees in the U. S., the company subscribes wholeheartedly to the theory: good employee relations bring good customer relations. And, both are essential to good business.

To this end, Champion was the first of several companies to grasp at a chance to switch its headquarters to the pleasant surroundings of a college campus. In 1956 when the men's and women's colleges were merged into one campus, Champion moved into the former women's college annex at the growing University of Rochester.

Employees have found their campus surroundings with its excellent parking facilities, picnic groves and areas for horseshoes and similar activities (see photos) provide exceptionally pleasant working conditions.

Nevertheless, Champion is ever on the search to add new ideas to its employee activities program. Howard Lipson, a salesman with the company for 28 years, heads the Champion recreation committee.

Concerning the importance of recreation programs, Lipson says, "In this age of modern management methods, recreation programs play a big part in personnel policy.

"Although we have a limited set-up at present, we are always looking to expand and are open for suggestions. Our ideal plant location—right on a former college campus—lends itself perfectly for any further ideas we might develop for our employee activity program," continued Lipson.

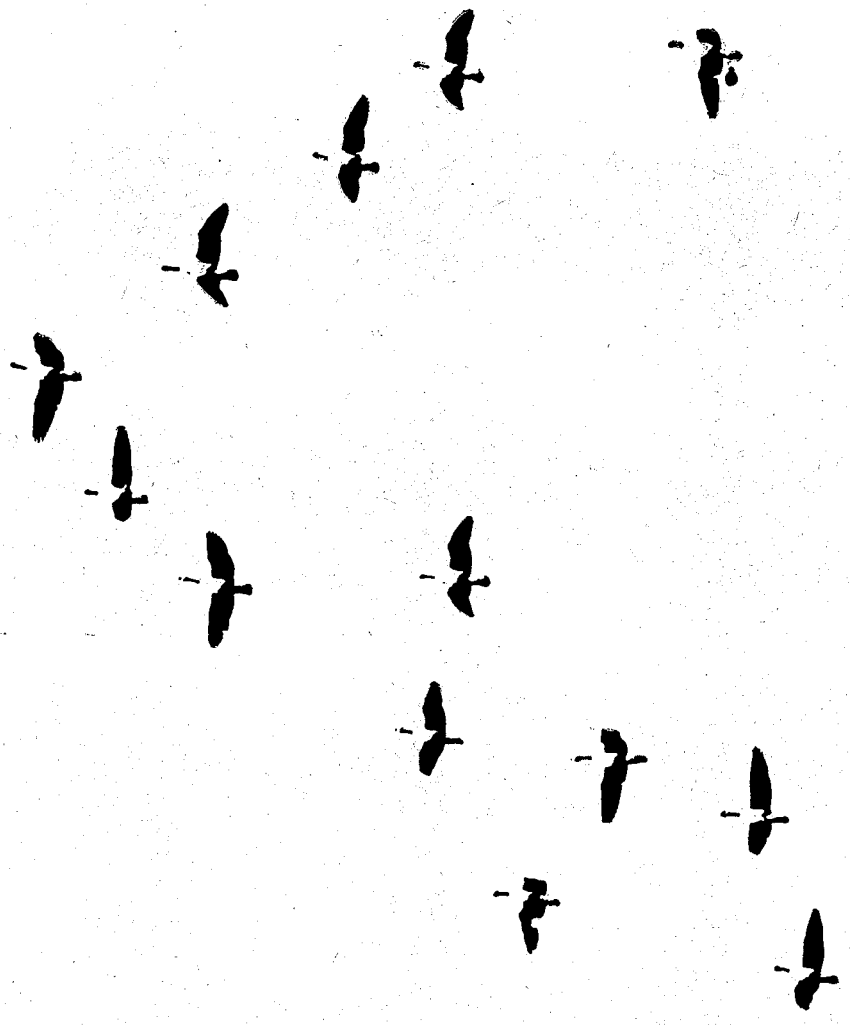
"Because of this setting, we can get our employees into something approaching a light-hearted campus mood. We have bowling teams, picnics and frequently the salesmen get together for golf. Naturally, we make full use of wearing the lettered, ensigned shirts and jackets which we manufacture."

Besides the main office in Rochester, Champion operates three branch plants in nearby towns, making total company employment of 500. Thus, the firm has become well aware of the need for close employee-employer relations.

And, Champion Knitwear prides itself on being well-knit in more ways than one. The keynote is unity, with each employee made to appreciate the importance of his job to the overall operation of the company. The result of this close relationship between employer and employee has been an amazingly low personnel turnover.



Campus surroundings (left) provide perfect setting for picnics (center) and such employee activities as horseshoes (right)



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R/M RECREATION ROUNDUP

Travel plans

Including time for planning and promotion, the industrial travel season never ends. While several employee group tours are still in Europe and other vacation spots, many company travel clubs have already released complete plans for 1962 foreign trips. Among them:

• Wisconsin Telephone Co., Madison, second Travel Club tour to Europe, May 19-June 10, choice of three land tours. Previous trips have included Mexico, Hawaii, Caribbean.

• Dow Chemical Co., Midland, Mich., to Europe June 12-July 10. Round trip air fare, $275.

• New York Telephone Co., New York City, Traffic Dept. Activities Club to Brazil and Argentina, Feb. 17-March 3. Also planning a Caribbean cruise March 16-30.



Changing the guard for the Greater Twin Cities Industrial Recreation Council (l-r): past officers Paul Haller, Ford; and Leroy Gill, Minneapolis Gas; pass the gavel to their successors, Tom Murphy, Dahlberg Co., president; and Charlotte Fosberg, Minneapolis Park Board, secretary.

Shooter insurance

Some rifle and pistol clubs have found insurance coverage necessary in order to use certain ranges. Other have felt coverage desirable even though it is not required.

Regardless of the reason, the National Rifle Assn. advises all clubs to look into different plans that are available through local insurance agents.

After local contacts have been exhausted, clubs may wish to investigate the insurance services available to NRA members and affiliated clubs. A folder outlining the various plans may be obtained from NRA Headquarters, 1600 Rhode Island Ave., Washington 6, D.C.

Softball champs

After a one-year lapse, industry reclaimed the Amateur Softball Assn. world championship when Stephens-Adamson Mfg. Co., Aurora, Ill., beat out a commercial entry from Detroit in Clearwater, Fla. this fall.

The Stephens-Adamson Sealmasters had previously won the title in 1959. The 1958 champs, Raybestos-Manhattan Div., Stratford, Conn., finished fourth this year.

In the women's world tournament, Raybestos-Manhattan was stopped in its quest for a fourth consecutive title, losing in the finals, 2-1, to Whittier, Calif.



New York City at night with a breath-taking view of the 102-story Empire State Building will be only one of many attractions enjoyed by the winner of the 1961 NIRA Employee Photo Contest Open division.

Photo Deadline Near

Expense-paid week vacation in New York City, other prizes await shutterbugs who beat Dec. 31 deadline

One week's paid vacation for two in New York City awaits the winner of the second annual Employee Photo Contest sponsored by the National Industrial Recreation Assn.

But the deadline is rapidly approaching for those not yet in the running. Only a month remains before entries are shut off, midnight Dec. 31.

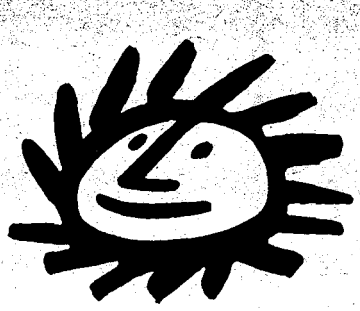
The summary of contest rules (below) outlines the most important requirements. However, the contest committee has changed the official rules (see July R/M, page 12) so that the entry fee is $1 per contestant, not $1 per photo as previously stated. There is no limit on the number of entries submitted by an individual.

The New York City vacation will be awarded to the winner of the Open division (no restriction on subject matter) and includes expenses for air transportation, meals, lodging and sightseeing at famous restaurants and night clubs as well as theater and sports event tickets, visits to the United Nations, Stock Exchange and other points of interest.

The winner of the Recreation division will receive $25 value in his choice of photo supplies and equipment as well as having his winning photo appear on the cover of the March 1962 issue of Recreation Management.

The second through fifth place winners in both divisions will receive merchandise awards of photo supplies.

ELIGIBILITY: this contest is open to any amateur photographer who is employed by a NIRA member company or branch member and to amateur photographers in his immediate family.
DEADLINE: Entries must be postmarked prior to midnight Dec. 31, 1961, and may include photos taken any time during calendar year 1961.
CLASSES: individuals may enter either or both of two classes: Recreation (photos of some phase of the recreation program conducted by the contestant's company) or Open (any subject).
HOW TO ENTER: no formal entry form is required, merely print on the back of each photo the entrant's name, address, name and address of company, name of its recreation director and whether the photo is to be entered in the Open or Recreation division. Send photos and $1 entry fee for each contestant (no limit on number of photos per contestant) to NIRA, 203 N. Wabash Ave., Chicago 1, Ill. Do not send negatives. To have photos returned, enclose stamped self addressed envelope.



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SKIING IN SWITZERLAND (Oct.-Mar.) 2 weeks, $142 up. For little more than a comparable domestic ski vacation, skiers can "schuss" down the finest ski slopes in the world. Only Swissair flies non-stop to Zurich/Geneva, right in the Alps.

IBERIAN HOLIDAY (Oct.-Mar.) 16 days, only $149. Sunny Spain and Portugal – Lisbon, Seville, Torremolinos on the Mediterranean, Granada, Madrid, Toledo, Caceres . . . an enchanting journey through two of Europe's most colorful countries.

ITALIAN HOLIDAY (Oct.-Mar.) 16 days, only $174. From Zurich, take the road to Rome and see Lugano, Pisa, Milan, Naples, Sorrento, Florence, sail to the isle of Capri . . . all Italy is yours.

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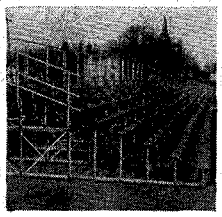
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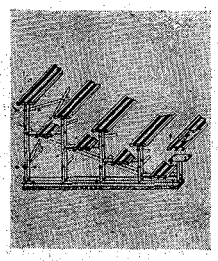
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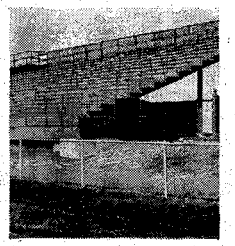


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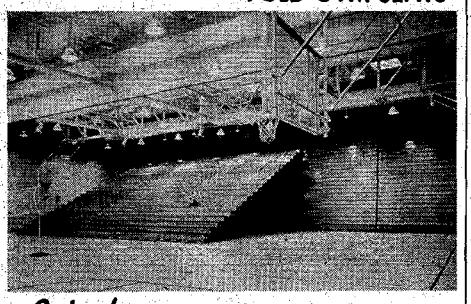
Three types of construction: Standard—furnished with 2"x 10" select structural Fir seat boards. Alternate — All aluminum seat boards. Alternate — grandstand furnished with (2) 2" x 6" structural Douglas Fir seat boards.



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RM INDUSTRY ITEMS

Who's kidding who?

Industrial recreation managers have given a sympathetic ear to bowling proprietors with woeful tales of overbuilding and reduced profit margins. This, they have been told, is the reason for longer league seasons and higher line fees.

However, according to Charles W. O'Connor, president of Bowl-Mor Co., an automatic pinsetter manufacturer, opportunities in the bowling field are as wide open as they ever were and show no signs of diminishing.

In a recent speech to the New York Society of Security Analysts, O'Connor denied that present bowling centers have saturated the country: "... there is almost no area in this whole country which cannot accommodate additional bowling lanes, when, and this is the key point, these lanes are operated by progressive, promotionally minded proprietors who are first and foremost business men."

He predicted that Bowl-Mor, which recently entered the tenpin field after a decade of manufacturing pinsetters for candlepin, duckpin and rubberband ducks, will sell at least 3,000 of their new machines in 1962.

Instant ice rinks

Four men working only one week recently installed a complex network of 29,000 feet of pipe contained within an indoor ice skating rink 148 x 57 feet (see photos).

Speedy completion was made possible by the use of Republic Steel's new one inch FE, a flexible polyethlene pipe which is simple to cut and easy to attach to fittings. It was estimated that to install the equivalent footage of conventional pipe would take nearly five times the man-hours needed for plastic.

The plastic pipe, resting on a bed of sand, conveys brine at 22°F, which is sufficient to keep the surrounding water frozen. The pipe is completely resistant to chemical attack. The rink is located at Wagon Wheel Lodge, Rockton, Ill.

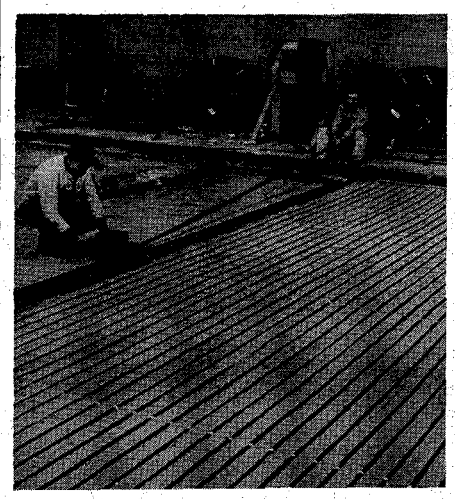
More family vacations

"American families vacation together a great deal and like several shorter trips, by car, rather than a long annual vacation."

This is the opinion of 66 not-so-average homemakers gathered from all 50 states to voice their views at *McCall's* recent Congress on Better Living. However, the ladies "look forward to a long, different vacation every few years, in which the whole family participates in research and decisions."

Almost all the women had previously traveled by plane (national average: 9%) and will do so again, and they especially love jets.

Other observations: camping is definitely on the upswing, though women aren't completely sold; most travel and vacation is expected to add certain intangibles to family life in addition to rest and recreation; and, when deciding vacation plans, families rely on friends and stories in magazines and newspapers.





Ice rink installation, using Republic Steel's new plastic pipe, was completed by a four-man crew in one week—conventional pipe would have taken nearly five-times the manhours needed for plastic. Finished rink (right) measures 148 x 57 feet (see story).

Collecting, continued from page 9

old coins have little more than face value because when kings and pharoahs were buried they took with them to the grave great stores of coins. Their quantity, upon discovery, usually decreases their value. Like diamonds, rare coins are valuable only when they are in short supply.

Because condition of coins, like stamps, has a bearing on their worth, care of a collection is an important factor. A beginner should remember to hold coins only by the outer edges and not to drop or tap coins.

Kept unwrapped in a bag or box, coins are likely to become scratched. There are several satisfactory ways to store a collection: in cabinets, albums, folders or holders.

Usually the method of storing is determined by the individual club member. Often, however, members buy holders in quantity at reduced prices or the club may buy a supply for members' use.

CLUB SERVICES

A good club purchase is *A Guide Book of U.S. Coins,* considered the Bible of coin collecting. Also, *The Handbook of U.S. Coins* is a great help to a group. Together, these books supply listings, coin values and the numbers of coins minted each year in addition to information for beginners and a brief history of each coin.

The Monthly Numismatic News keeps the coin collector up to date on new issues and changes in values. It provides a medium for buying, selling and swapping coins with hobbyists throughout the U.S. As a subscriber, a club has the privilege of running a free 20 word ad once a month. Many clubs are also affiliated with the American Numismatic Assn.

One of the many good points in favor of employee stamp and coin clubs is their value to non-member employees and the public as well through exhibitions and displays.

A stamp exhibition held by Diamond Alkali's stamp club in Fairport, Ohio recently drew more than 200 visitors from the area. Highlight of the exhibit was a lively auction in which visitors participated. Individual collections were awarded prizes.

Most industrial stamp and coin clubs include family members as well as employees. Because there are so many separate activities, employee clubs welcome the family plan in collecting wholeheartedly.

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POSITIONS WANTED

Director of broad recreation program for large manufacturer seeks position with greater opportunity. B.S. in business admin. Married. Acceptable salary $575 per mo.
CP30—RECREATION MANAGEMENT

Six years extensive experience as director of large company industrial recreation program. Other experience in personnel administration. Married, children, salary $8,500.
CP-31—RECREATION MANAGEMENT

Director of multi-phase recreation program for largest organization in state seeks greater challenge. B.S., M.S., married, two children. Salary, $12,000.
CP-32—RECREATION MANAGEMENT

15 yrs rec exp. including 11 in supervisory capacity U.S. Army special services and 4 yrs boys' camp director. Woman, interested in similar job with industry in Chicago area.
CP-35—RECREATION MANAGEMENT

Masters degrees in group work, counselling and personnel. 18 yrs experience in counselling and directing youth and adult activities in community center, Army and V. A. Age 40, married. Available immediately. Salary $7,000.
CP-36—RECREATION MANAGEMENT

M.E. in physical ed. 9 yrs high school coach spending summers with industry and municipal recreation depts. organizing sports and social activities. Married. Salary: $7,200.
CP-37—RECREATION MANAGEMENT

14 years experience all phases of recreation including 12 as municipal director of parks & recreation. Married, age 40. Minimum starting salary: $5,500.
CP-34—RECREATION MANAGEMENT

BA in Recreation, MS in Physical Ed, six years full time administrative experience in community and industrial recreation. Married and one child. Age 30. Will accept personnel work along with recreation responsibilities.
CP-40—RECREATION MANAGEMENT

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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Enjoying the lunch hour—*Sandia style*

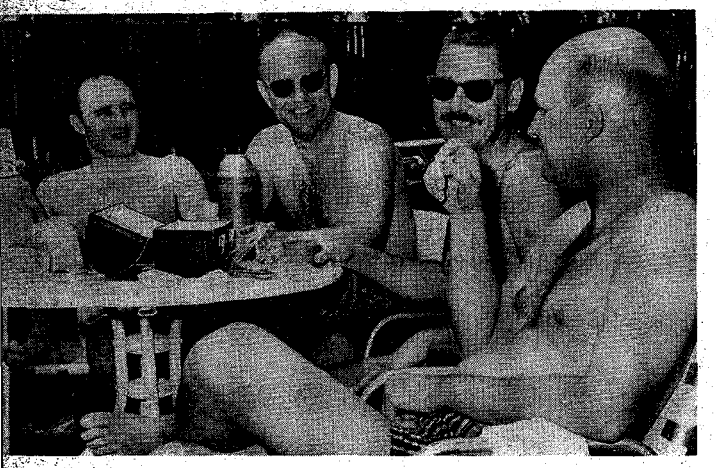
Industrial psychologists have proved many times over the value of noon-time recreation in combatting on-the-job mental fatigue. As these photos indicate, few companies have heeded this lesson as well as the Sandia Corporation, a major contractor to the Atomic Energy Commission.

At the company's two laboratories in Albuquerque, N. M., and Livermore, Calif., the employees pictured here may well have spent the morning pondering complicated electronics systems, studying environmental problems in space travel or applying Mikvsinski's Theory of Heaviside Calculus.

Benefitting from these excellent facilities, refreshed minds are prepared to tackle similar problems in the afternoon. Noon-time activities are an important part of Sandia's well-balanced recreation program administered at Albuquerque by Noble Johnson and at Livermore by Jack Bonetti.



Shuffleboard court, laid out on a sidewalk, provides relaxation for many.



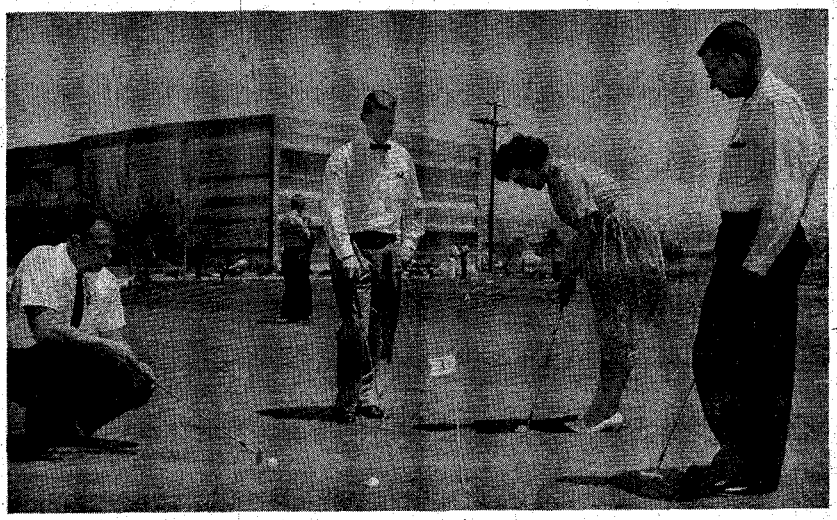
Quick plunge in the employees' club pool is followed by a pleasant lunch.



Daily table tennis tournament is conducted by employees in the mail room.



Horseshoe courts are spotted over the plant site for noon games.



Popular 18-hole putting green puts spacious front lawn to use.



These seven high-average shooters of the Beechcraft Gun Club were chosen to represent their company at the Pan American International Skeet Shoot at Dallas, Texas.

They are (L to R) *Kneeling:* C. N. Titsworth, Mike Preston, A. C. White, Ross Hatch, Byron Brainerd, *Standing:* Ed Blazier, Ed Preston.

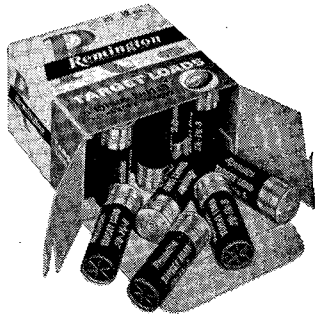
B-echcraft builds top shooting program around new Remington Autoloading Trap

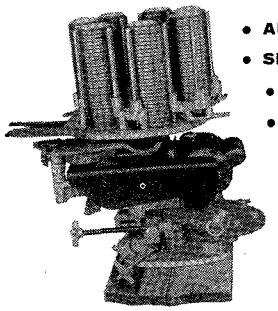
The 175 members of the Beechcraft Gun Club found the perfect trap when they started using the new Remington 100T autoloader. They've already made plans to add still another 100T for trap shooting.

These remarkable electric autoloading traps are easy-to-install . . . have features that make one-man operation possible. Each has a big 203-target magazine capacity and operates on a regular 110-volt system.

If your company doesn't yet have a shooting program, remember that there are over 20,000,000 shooting enthusiasts spread over this country where shooting is a tradition. Surveys show that shooting ranks high as part of the sports program your employees want.

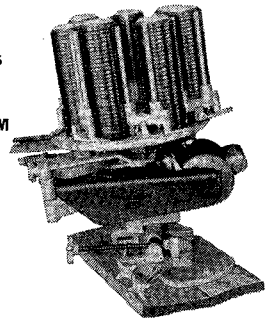
At modest cost you can begin a sure-fire program embracing *pistol shooting*, *rifle shooting*, *trap* and *skeet*. Fill out the coupon below and let Remington help you to a flying start!





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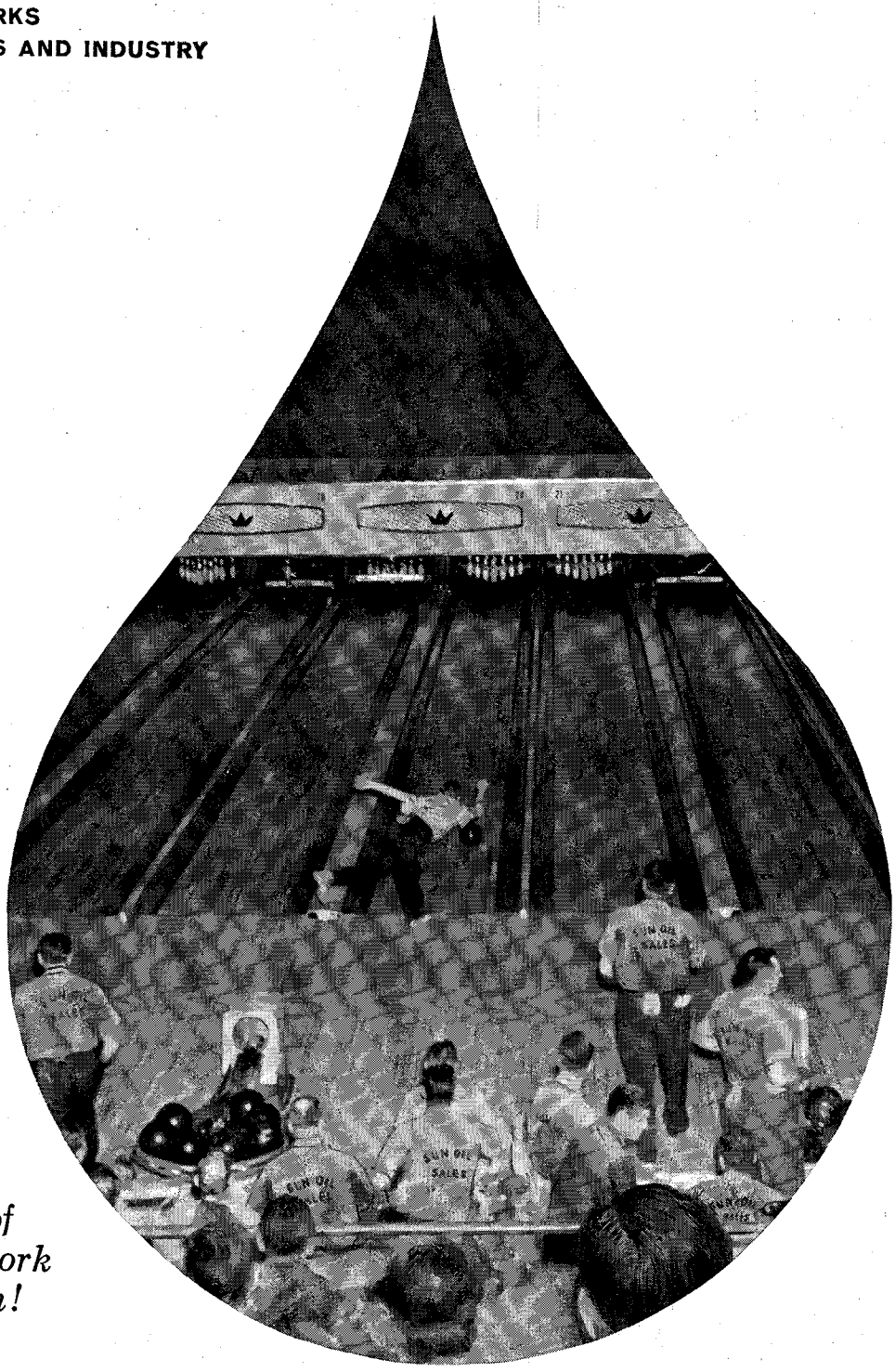
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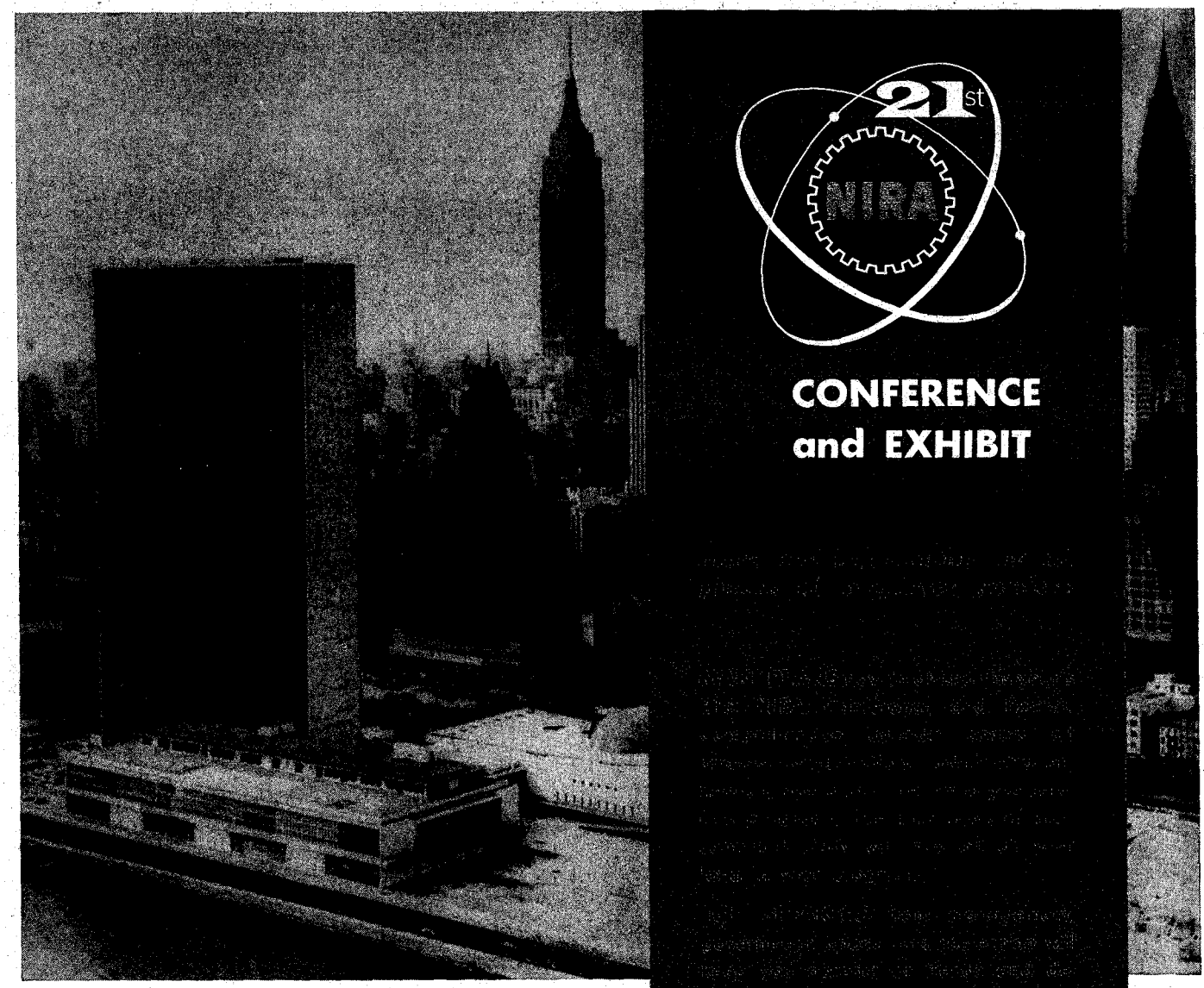
This same spirit of loyalty and enthusiasm, built by team competition, reflects itself in better company relationships, year in and year out. Only bowling has this universal appeal for the young and old, men and women, novice and expert. And it's one of the least expensive sports a company can support. Let bowling work for you!

For information on how to organize bowling league activity, write Brunswick Corporation, Box D, Recreation Department, 623 S. Wabash, Chicago 5, Illinois.

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Room rates at the headquarters Hotel Commodore run from $7-$15 single and $12-$18 double. 500 rooms are air-conditioned, most with TV.

Wives program will feature special sight-seeing tours, fashion show, luncheons and other interesting activities as well as the events on the regular conference program. Registration fee: $20.

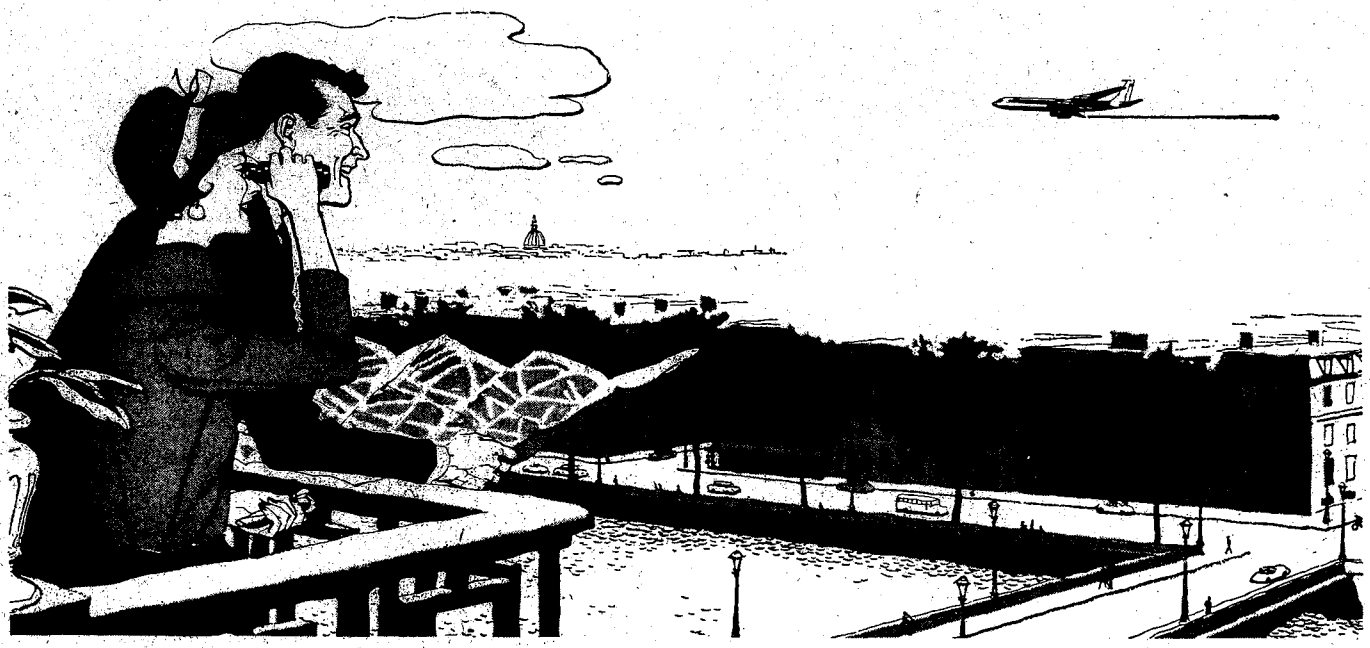
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Normally, this space is devoted to the popular feature, "Top Management Speaks." This month, however, the results of a comprehensive opinion poll conducted among 13,500 hourly employees of Lockheed Aircraft Corp., Burbank, Calif., give us the opportunity to hear "The Employees Speak."

Confirm management's belief in the importance of industrial recreation

An overwhelming vote of employee confidence

How effective are our industrial and business employee recreation programs?

Are they well-balanced?

Do they fill the need for which they are designed?

Do employees really appreciate the off-the-job sports programs and hobbies they foster?

These are questions members of the National Industrial Recreation Association are continually asking themselves in attempting to appraise their present efforts and established goals for the future.

Unfortunately, they seldom have sufficiently concrete information upon which to base an all-encompassing, scientific appraisal.

However, that type of information was recently collected in a company-wide opinion poll conducted by the Lockheed-California Company, a division of Lockheed Aircraft Corp., Burbank, Calif.

The results were an overwhelming employee vote of confidence in favor of industrial recreation.

Tabulated and analyzed by the Industrial Relations Center of the California Institute of Technology, the Lockheed poll was divided into three sections.

The first asked employees to rate their company in 11 areas: Lockheed as a place to work compared with other companies, its future compared with other companies, pay, management's performance and so on.

The second section posed a series of questions bearing on the attitude of employees toward their job.

And the third asked employees to rate company policies and benefit programs such as group insurance, the credit union and the Lockheed Employee Recreation Club (LERC).

Questionnaires were mailed to the homes of more than 19,500 employees; 56% completed the form, considered an excellent response in polling by mail.

Only the hour-paid employees, numbering approximately 13,500 were asked to rate employee recreation club programs since they outnumber all other groups as users of the club's facilities.

To evaluate LERC, employees were given four choices: very favorable, favorable, unfavorable and very unfavorable. The results: 39% rated LERC programs very favorable. A favorable rating was given by 45.8%. The unfavorable count was 3.2% with very unfavorable tallying only 1.3%. Some 10.7% of the employees did not answer the question, undoubtedly those who do not participate in the program.

With this 84.8% vote of confidence, out of an 89.3% response to the question, the employees strongly stated their appreciation of industrial recreation and left little doubt that recreation programs are definitely fulfilling a need.

The survey also encouraged employees to comment on any phase of the company's operations or policies. As expected, most of these written comments were critical.

However, it is significant that only four criticisms were aimed at LERC. None of these were in any sense severe and called for more, not less, employee activity, recreation facilities and organization.

While LERC ranked seventh most favorable out of a total of 61 items rated by the survey, it is no less significant that employees voiced highly favorable attitudes on subjects which can be directly affected by a good industrial recreation program.

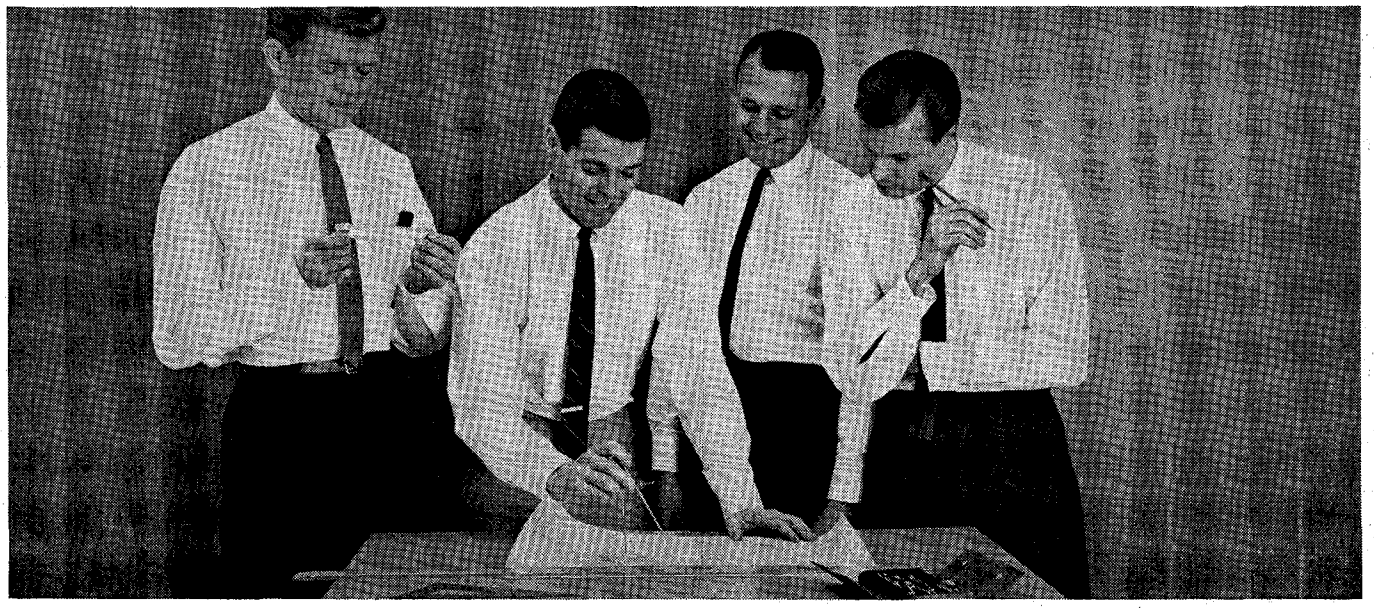
In analyzing survey results to employees, Caltech's survey director, Robert D. Gray, observed, "On many subjects your opinions were more favorable than those we have found in other companies. Some of the items which were rated high included your opinions of fellow employees (89.4% favorable response) and cooperation within the group (82.4% favorable)."

A direct relationship has been proved to exist between both of these items and an effective recreation program (see "Does Industrial Recreation Pay?" R/M, Jan.-May 1959). Undoubtedly LERC programs can also claim a portion of the credit for the extremely high 90.1% favorable attitude toward the company as a place to work.

"This gratifying response from such a large number of typical industrial employees by means of this confidential poll, should be reassuring and bring satisfaction to everyone connected with industrial recreation," stated Lockheed's Recreation Manager Frank Davis.



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- Sure-fire popularity. Bowling is today's most popular participation sport.
- *You* benefit. Bowling teamwork builds a better on-the-job work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

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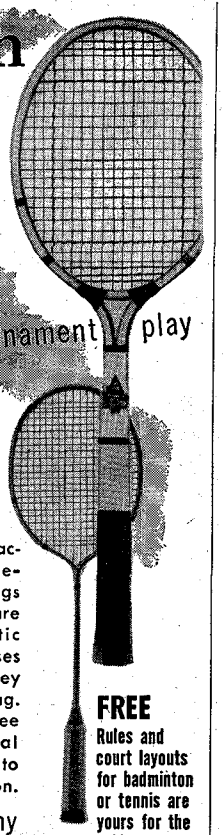
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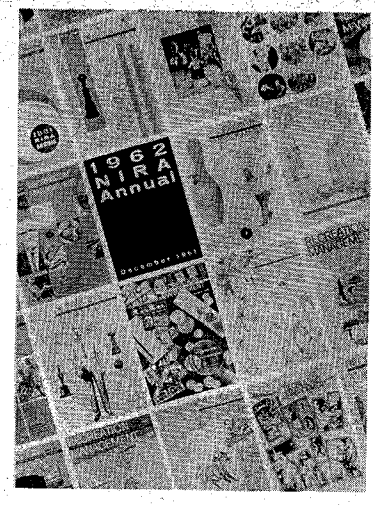
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

Why did your company join NIRA?

Your company joined the National Industrial Recreation Association because your management believes that by working together they can improve the material well-being of the company. They expect NIRA to improve your technical and professional competence and thereby enhance the contribution you make to the company's recreation program.

The only logical reason for NIRA's existence is in its ability to assist business and industry in developing and furthering their recreation services more advantageously than is possible by individual company effort alone.

This Association is strong because of its 638 member companies. It is able to do things that would be practically impossible for individual members solely because in NIRA we have the combined strength, thinking, bargaining and purchasing power of a unified membership.

In business every dollar must be productive. This includes the dollars spent in association memberships. For your money you expect leadership and service. You expect the association to be a direct extension of your staff; to perform functions that you cannot get anywhere else; to be the collection and distribution center for industry happenings and at the same time be its standard bearer.

Here in brief is why your company joined NIRA:

Leadership. Dynamic, realistic, progressive, vital, and reasonable leadership on the national level.

Service. Research and compilation of pertinent material, a clearing house, a library of information. Sponsor of competition, athletic and cultural, that will increase participation.

Communication. Internal: dissemination of the latest information to all members via *Recreation Management* magazine and *The NIRA Newsletter-Idea Clinics*. External: liaison with government, public, private recreation agencies and associations, trade advertising, trade news service, conferences, exhibits, suppliers, etc.

Direction. Planning for standards and ethics of industrial recreation as a profession, certification, legislation, public relations, new program areas such as travel.

If NIRA meets these requirements, then you are getting your money's worth!

Don L. Neer
Executive Secretary

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Industry's Recreation Director:

the man...the job...the pay

NIRA study finds salaries of industrial recreation directors have jumped 14% in the last four years to an average $8,491

Averaging the results of the extensive NIRA salary survey recently completed by Research Director Gordon L. Starr, we could say industry's "average recreation director" is a college graduate, married male, age 41 with nine years on the job and a yearly salary of $8,491.

But he isn't.

This non-existent composite represents only highly hypothetical averages between widely varying personal and professional characteristics of the 140 NIRA members who completed the questionnaire. The survey shows that the differences in the man, the job and the pay are as widespread as the differences in other industrial recreation policies and practices.

Ages range from 23 to 68; time on the job from several months to 31 years; education from two years of high school to two men with law degrees. Several report to the employment manager, others are directly responsible to the company president. Even among companies with 5,001 to 10,000 employees salaries range from $4,200 to $15,000.

Nevertheless, there are several general patterns in personnel, job responsibilities and compensation that emerge from the wealth of information gathered by the survey.

THE MAN . . .

A casual inspection of the Statistical Summary below reveals the most definite pattern in the survey: the larger the company, the older, more experienced, better educated and higher paid its recreation director is likely to be.

The preponderance of men (94%) is surprisingly high compared to similar positions in other types of private and public recreation. This possibly indicates a failure either to attract or utilize women in industrial recreation.

While the majority are college graduates, industry has yet to decide whether the man filling the position should be trained primarily in recreation or in business. Of the 85 college graduates, 24 majored in some phase of commerce or business administration while 20 majored in physical education or recreation. If a generalization can be made,

Industrial Recreation Directors: Statistical Summary

	Total in Survey	Percent full-time Directors	Average Age	Average Years on the Job	—Salary— Average	—Salary— Median	—Education— Non-H.S. Grads	—Education— H.S. Grads	—Education— College Grads	—Education— Graduate Degrees	% with Expense Accounts
A. Companies with less than 1,000 employees											
Men	24	13%	39	7.4	$8,174	$8,000	1	11	12	1	86%
Women	6	67	30	6.0	5,220	4,420	0	4	2	0	50
Total	**30**	**23**	**37**	**7.1**	**7,452**	**6,900**	**1**	**15**	**14**	**1**	**78**
B. Companies with 1,001 to 5,000 employees											
Men	63	37%	40	8.4	$7,957	$8,000	2	21	40	1	84%
Women	2	50	33	4.5	6,000	6,000	1	1	0	0	100
Total	**65**	**37**	**40**	**8.3**	**7,889**	**7,800**	**3**	**22**	**40**	**1**	**84**
C. Companies with 5,001 to 10,000 employees											
Men	26	65%	43	10.6	$9,236	$9,000	0	10	16	4	72%
D. Companies with more than 10,000 employees											
Men	18	83%	47	12.4	$10,951	$10,500	0	4	14	1	93%
Woman	1	0	42	8.0	9,000	9,000	0	0	1	0	—
Total	**19**	**79**	**46**	**12.1**	**10,842**	**10,500**	**0**	**4**	**15**	**1**	**93**
All Men	131	44%	41	9.1	$8,696	$8,400	3	46	82	7	83%
All Women	9	55%	32	5.9	$5,613	$4,600	1	5	3	0	57%
Grand Total	**140**	**45%**	**41**	**9.0**	**$8,491**	**$8,000**	**4**	**51**	**85**	**7**	**81%**

it would be that the recreation graduates hold a larger number of the full-time positions.

THE JOB . . .

Industrial recreation usually encompasses several functions. Even among the 45% who are assigned to the job on a full-time basis, most handle two or three other related duties, typically the blood bank and fund drive. The "part-time" directors may perform as many as five to 10 other assignments as indicated in the following table:

Assignment:	Percent		Percent
Fund drive	39.5%	Group insurance	21.9%
Blood bank	37.9	Hospital insurance	21.9
Retirement activities	34.3	Suggestion system	14.6
Counselling	33.6	Security	12.4
Food services	24.1	Parking	11.7
Interviewing	23.3	Other	39.5

Most of these related assignments fall under the supervision of the personnel, industrial and employee relations departments. Thus, it follows that 66% of the directors are responsible to the heads of these and similar departments. However, it is highly significant that many firms appear to regard recreation as a separate operation with almost 18% of the directors reporting to an executive on the top management level.

Responsible to:	Percent		Percent
Personnel	33.3%	Employee Services	6.8%
Industrial Relations	20.0	Employee Relations	4.4
Plant Manager	8.9	Public Relations	2.2
President, vice president	8.9	Employment Manager	1.5
Employee Rec. Assn.	8.1	Other	5.9

Opportunities for advancement follow similar lines. Almost one-third have reached the top of the scale with little or no chance for advancing. Most, however, will continue up the promotional ladder.

Advance to:	Percent		Percent
Industrial Relations Mgr.	14.6%	Employment Manager	2.1%
Personnel Manager	13.6	Safety Director	2.1
Employee Relations Mgr.	9.3	Unknown advancement	16.6
Other personnel position	8.4	No advancement	15.6
Plant Manager	6.3	Unlimited advancement	9.3

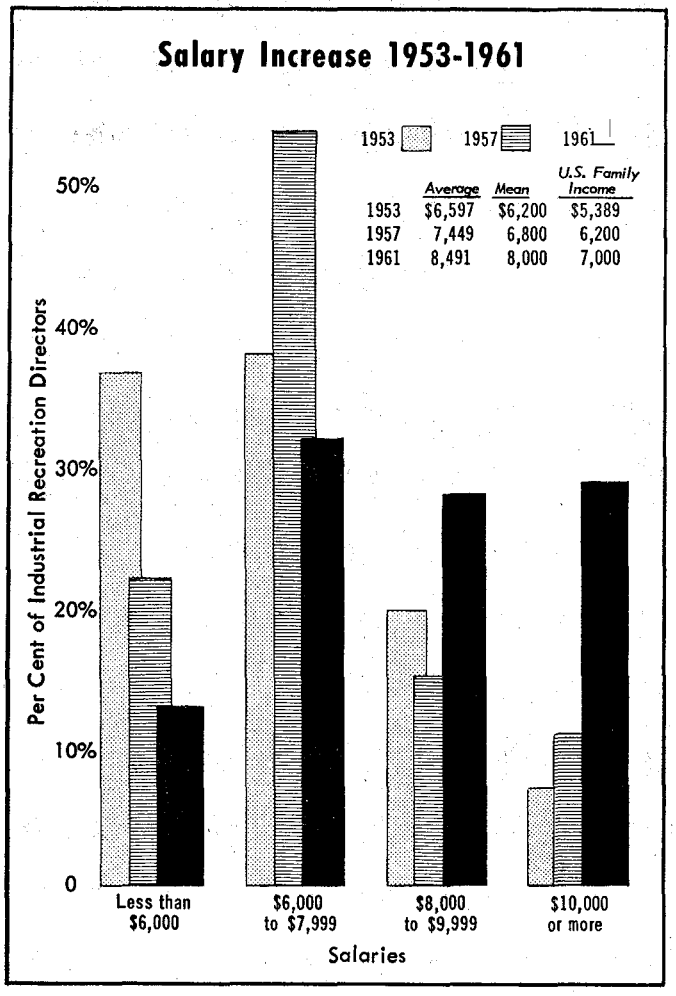
Of the companies surveyed, 92% provided the recreation director with some form of paid recreation, clerical or maintenance assistance. The largest staff reported three recreation assistants, two clerks and 13 maintenance men. The largest number of recreation assistants reported by a single company was 12.

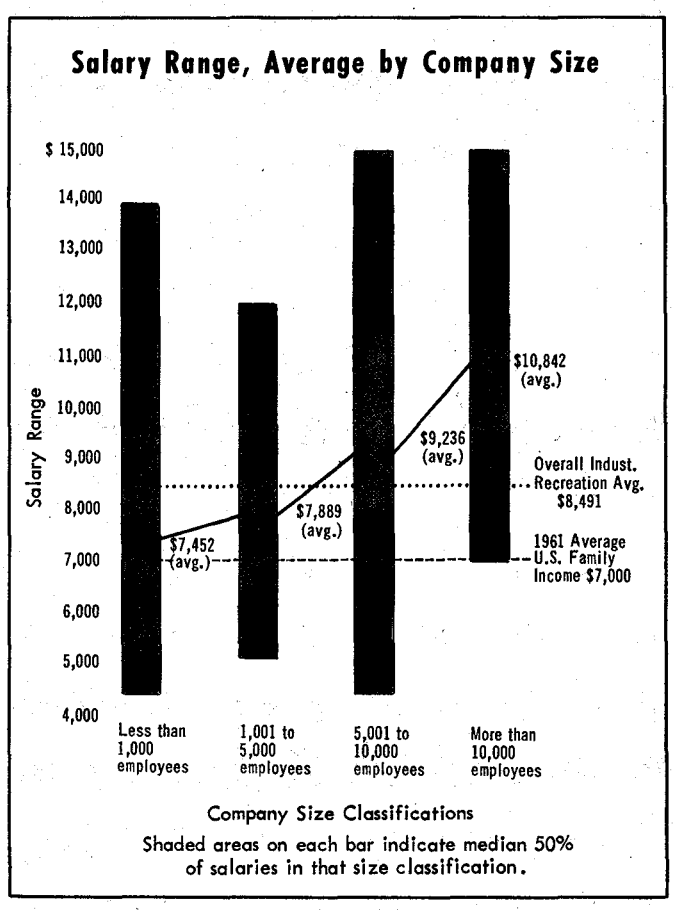
THE PAY . . .

While the salary ranges, even within the various company size classifications, are vast, the two graphs at the right emphasize two unmistakable patterns:

- Directors' salaries have increased steadily over the past eight years (14% more than 1957, 32% more than '53 according to previous NIRA studies) *and* at a faster rate than the average U. S. family income. In 1953, less than 7% of the recreation directors made more than $10,000. Today, almost 30% top this figure.
- Although there are extremes on both ends of the pay scale, average salaries show dramatic increases with a corresponding increase in company size.

A comparison with other jobs in industry reveals the high status achieved by recreation directors. According to recently published data, the median salary for professional engineers is pegged at $10,660, company house organ editors average $7,200 and compensation in personnel ranges from $5,916 for job analysis trainees to $9,612 for high-level positions in that area.





NIRA Champions' SAFARI

Fish-A-Rama and Postal Rifle Match winners prove their skill during expense-paid sportsmen's holiday on fabulous North Manitou Island

Never before in NIRA-sponsored sports contests have a string of smallmouth bass and a fine spike buck been given as first place trophies.

But, in effect at least, those are exactly the awards won by William Tacke, Minnesota Mining & Mfg. Co., St. Paul, Minn., and T. Y. (Denny) Wu, Ford Motor Co., Ann Arbor, Mich., for their respective championship performances in this year's NIRA Postal Fish-A-Rama and Postal Rifle Matches.

TRIPS FOR TROPHIES

Tacke and Wu collected their unique rewards during expense-paid, three-day, first prize trips to fabulous North Manitou Island in October.

The island, located in upper Lake Michigan about six miles offshore from Leland, Mich., provides the rare combination of excellent smallmouth bass fishing with unusual opportunities for hunting deer.

Donated by the non-profit William R. Angell Foundation, owners of the 15,000 acre island game-preserve, the "champions' safari" provided plenty of incentive for participants in both contests.

The fourth annual NIRA Fish-A-Rama produced a record number of entries in the contest's eight specie classifications (see page 16 for complete results). Tacke, a 10 year employee in technical maintenance at 3M's commercial chemicals department, won the northern pike classification with a fine 28½ lb. catch.

Then, when the northern was judged the best catch in the contest regardless of species, Tacke earned the Manitou fishing trip.

Wu, a carburetor engineer at Ford's research laboratories, paced his company's rifle squad to the NIRA national team title (765 x 800), then went on to win individual honors with 198 out of a possible 200 points.

The victory was especially sweet for Wu since it marked his steady progression from third place to runner-up to winner over the three years the matches have been held for employees of NIRA member companies.

The shooting matches, co-sponsored by the National Rifle Assn., also attracted a record field with more than 700 team member and individual entries participating.

Thus qualifying for the Manitou trip, Wu, who spends up to six hours a week on a rifle range but rarely manages a hunting trip, was given the first chance to bag a deer.

SUDDEN SUCCESS

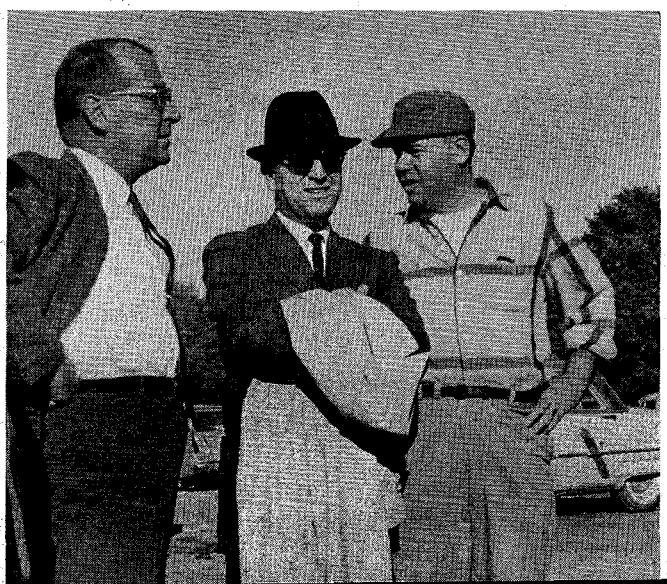
He didn't have long to wait. Late in the afternoon of his first full day on the island, Wu trained his sights on a 145 lb. spike feeding about 175 yards away in an old apple orchard.

It was his first shot of the day, and for a marksman of Wu's ability, the only one he needed.

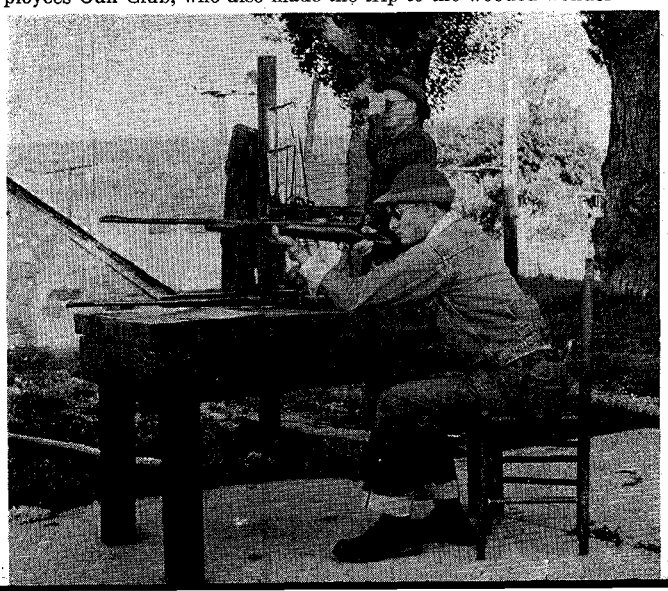
Wu's hunting companion, Chuck Casper, who, as president of Ford's employee gun club, was also invited on the trip, brought down his buck in almost identical fashion.

But their quick success did not bring the prize vacation to an abrupt end. In addition to the 1,200 white

Accompanying the champions on the Manitou vacation: (l-r) Frank Daniel, secretary, National Rifle Assn.; Tom Bubin, advertising manager, The Shakespeare Co.; and Don Neer, NIRA.



Sighting in his rifle, Denny Wu prepares to go after North Manitou deer. Spotting for Wu is Chuck Casper, president of the Ford Employees Gun Club, who also made the trip to the wooded wonderland.







Fishing champion William Tacke (left), Minnesota Mining & Mfg. Co., displays an impressive string of smallmouth bass caught in the scenic waters of Lake Manitou.

Rifle champion T. Y. (Denny) Wu, (right), Ford Motor Co., brought down his trophy, a beautiful 145 lb. spike buck, with a difficult 175 yard shot through the woods.

tails that roam the island's rugged, wooded hills, sportsmen are also attracted by the secluded 256 acre lake near the very center of the island.

Here, on the last day, Wu, Casper and other successful hunters in the NIRA party joined Bill Tacke and 3M Recreation Manager John Leslie.

PRODUCTIVE WATERS

Working the shoreline's productive weed beds, rocky coves and steep drop-offs, Tacke enjoyed the benefit of a capable and distinguished guide, Everett R. Hames, general sales manager of The Shakespeare Co. As a trustee of the Angell Foundation, Hames had been instrumental in arranging the champions' safari.

The two experts made the most of the autumn weekend in their successful seach for the lake's fabled five and six pound fighting smallmouth bass.

In Wu and Tacke, industrial recreation found two outstanding champions. Both men are avid, highly capable followers of their respective sparetime specialties.

Tacke heads for the water at every opportunity and has put 70,000 miles on his "fishing car," an older model which he and his wife use only for fishing trips. Tacke gave up making fishing lures when orders from friends took up too much of his time.

In addition to his NIRA title, Wu has won three Ohio state rifle championships and two Michigan state crowns since he starred on the varsity rifle team at the University of Southern California.

Along with Wu and Casper, Tacke, Leslie and Hames other prominent sports personalities enjoying the weekend with the NIRA group included Frank Daniel, secretary, National Rifle Assn.; Tom Bubin, advertising manager, The Shakespeare Co.; Bill Laurent, managing editor, *Fishing Tackle Trade News;* and Don Neer, NIRA executive secretary.

PERFECT PRIZE

They were unanimous in the opinion that the North Manitou vacation was the ideal means to reward NIRA's fishing and shooting champions. Arrangements for similar prizes for next year's events are underway.

Official rules for the 1962 Postal Shooting Matches, to be announced in January R/M, will be the same as in previous years. Plans for the Fish-A-Rama, which may include monthly awards in all species, will be published in early spring.

Happy hunters, Denny Wu and Chuck Casper, show the results of one day's work. Starting in 1940 with only five animals, North Manitou Island's herd has grown to an estimated 1,200 deer.

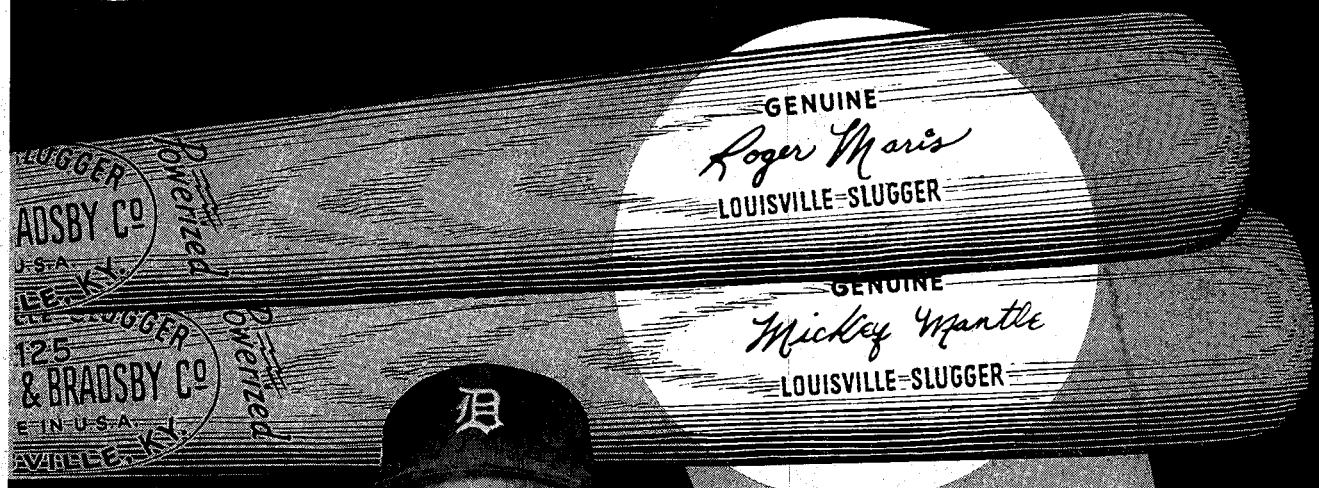


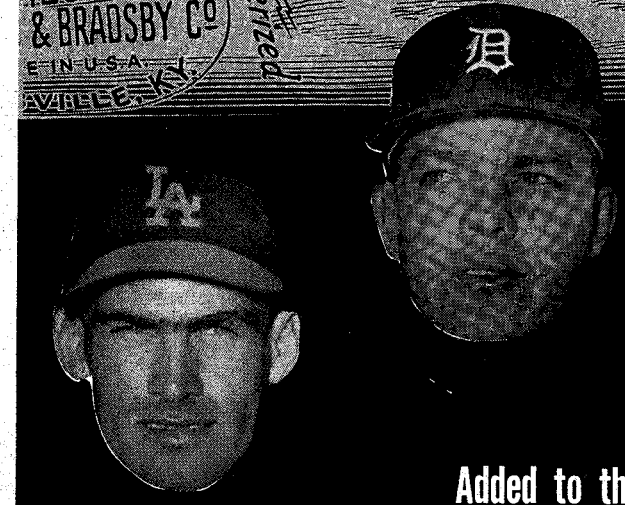
Fisherman's paradise, Lake Manitou's 254 acres yielded many scrappy smallmouth bass to the NIRA party. Champion Bill Tacke and 3M Recreation Manager John Leslie found conditions ideal.

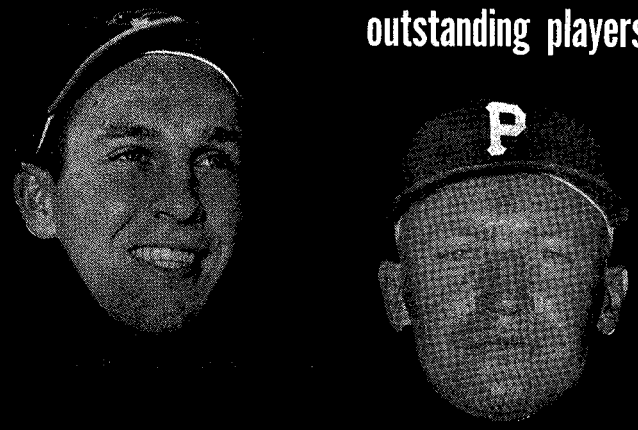


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NIRA Board in action

Convening in Chicago, Oct. 21, for their regular semi-annual meeting, the NIRA Board of Directors considered an exceptional number of proposals designed to increase Association services. Items receiving specific action:

- Establishment of a NIRA Hall of Achievement to be located in the national office with plaques honoring all Helms Industrial Recreation Award national winners. A rule was also adopted to exclude all national winners from Helms competition for a period of five years after winning.
- The Pick-Carter Hotel was selected as the headquarters site for the 1964 NIRA Conference and Exhibit to be held in Cleveland.
- The seminar format for regional conferences, used so successfully in Chicago (see Regional meetings, below) was recommended for use in key cities throughout the country.
- Approved important committee reports on certification, research, scholarship and tournaments which will continue to expand these areas of membership services.

Certification underway

NIRA's program for the Certification of Industrial Recreation Administrators was officially launched Oct. 20, when the CIRA organizational committee met to screen 30 applicants.

Established to identify industrial recreation leaders and to verify their professional abilities, CIRA will induct its first members during a special ceremony at the 1962 NIRA Conference and Exhibit in New York City, June 17-20.

Of the early applicants, 25 were found eligible on the basis of original requirements with confirmation to be made previous to the New York Conference. The other applicants will be reviewed on the basis of forthcoming additional information.

Other industrial recreation personnel desiring to be certified at the New York Conference may obtain applications from NIRA Headquarters and then must return the completed forms by April 1.

Basic requirements for certification call for five years experience in recreation with a minimum of one year in industrial recreation, or the equivalent in experience and education.

For additional details see Sept. R/M, page 8, "Professional Recognition," or write NIRA. Applicants need not be employed by a NIRA member company.

NIRREF now a reality

With prospects of far-reaching significance to the field of industrial recreation, the National Industrial Recreation Research and Educational Foundation became a reality December 4 when incorporation papers were filed with the State of Illinois.

The purpose of the new organization as filed under the General Not for Profit Corporation Act covers four important areas:

- To promote research in the field of recreation as it pertains to business and industrial settings;
- To aid in the advancement of education and training for personnel in the field of industrial recreation;
- To establish scholarships, lectureships, research and student loan funds in accredited institutions;
- To provide for the publication and dissemination of research and educational studies pertinent to the fields of business and industrial recreation.

To be supported primarily by grants and contributions, NIRREF will function basically as the research and educational arm of the National Industrial Recreation Association.

NIRREF will be governed by a board of seven trustees, a majority of whom must be past or present members of the NIRA Board of Directors. In addition, the NIRA president and executive secretary will serve as ex-officio members of the board of trustees.

In its final organizational meeting October 20, NIRREF elected John Leslie, Minnesota Mining & Mfg. Co., as chairman; Oskar Frowein, Republic Aviation Corp., vice chairman; and Don Neer, NIRA, as secretary-treasurer.

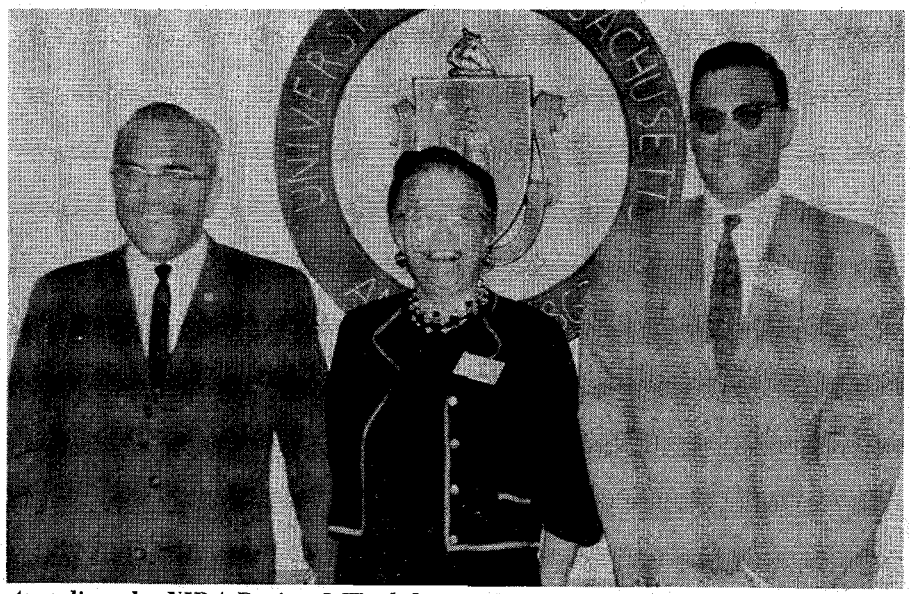
Other trustees are R. Fred Canaday, General Motors Corp.; Walter R. Kelk, E. I. duPont de Nemours & Co.; Kenneth L. Kellough, North American Aviation, Inc.; Robert E. Moss, Avco Corp. R.A.D.; and Gordon L. Starr, NIRA research director, University of Minnesota.

Regional meetings

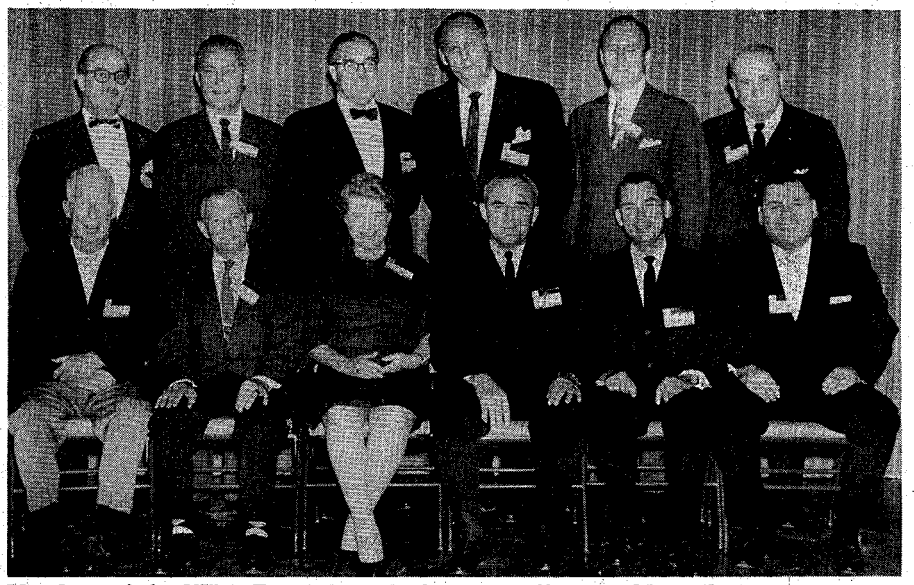
Three highly successful meetings launched NIRA's imposing 1961-62 program of regional conferences:

Region I Workshop, in Amherst, Mass., October 30, 31, co-sponsored with NIRA by the University of Massachusetts. More than 40 delegates participated in the day and a half program which featured an impressive number of highly qualified speakers. Heading the list: Mrs. A. O. Brundgardt, director, Vermont State Board of Recreation, and Dr. William Randall,

continued on next page



Attending the NIRA Region I Workshop at the University of Massachusetts (l-r): Bob Turner, NIRA President, West Point Mfg. Co.; Mrs. A. O. Brundgardt, director, Vermont State Board of Recreation; and Dr. William Randall, head, Dept. of Recreation Leadership, University of Massachusetts. Randall served as luncheon toastmaster.



Members of the NIRA Travel Council who met at Chicopee, Mass. (back row, l-r): Guy Anagnan, Canadian Ed. & Rec. Tours; Charles Gillette, N. Y. Convention & Visitors Bureau; John McAnulty, American Express Co.; John Rip, Overseas Travel Co.; Joe Brosnan, Grace Line; Ben Getzoff, Happiness Travel Service; (front row, l-r) Bob Benn, Grumman Aircraft; Wally Dowswell, Motorola; Kay Colburn, N. Y. Telephone Co.; Bob Turner, NIRA president, West Point Mfg. Co.; Jack Spencer, Overseas Travel; Don Neer, NIRA executive secretary.

continued from preceeding page
head, Dept. of Recreation Leadership, University of Massachusetts.

Delegates enjoyed a President's Buffet at the famous Northampton Inn, and their wives were treated to tours of historic New England homes.

Region III Roundtable, in Chicago, October 19. Entitled "Consult the Experts," the one-day session was planned to give personnel assistants and other persons responsible for their company employee activities on a part-time basis an opportunity to discuss problems and practices with experienced, full-time industrial recreation directors.

The informal discussions, moderated by NIRA Executive Secretary Don Neer, ranged over a wide variety of subjects adhering only generally to an established agenda.

The success of the experimental meeting has prompted NIRA to plan other sessions of this type.

Region V Conference, in Madison, Wis., October 13; co-sponsored by the Milwaukee County Industrial Recreation Council, the Wisconsin Recreation Assn. and the University of Wisconsin.

Featuring the key address, "Management Looks at Recreation," by Richard S. Falk, vice president, The Falk Corporation, the program combined an excellent selection of panel topics, general sessions and speakers.

Travel Council meets

Outlining a revision of the Tour Operators Checklist as the major project for the year, the NIRA Travel Council met in Chicopee, Mass., October 28-29.

In revising the Checklist, the Council will ask all tour operators to submit corrections and additions to bring the guide up-to-date and make it more comprehensive. The Checklist was originally published in May 1960 as a means for industrial recreation directors to evaluate competitive bids for employee group tours.

In particular, the revised Checklist would include additional data on domestic tours, especially those travelling by rail or bus.

In other action, the Council approved a special $25 membership which would entitle the branch offices of Council member air carriers, tour operators and hotel chains to receive complete Council services.

The Council also discussed risk insurance which guarantees return of a chartered flight within 48 hours of its scheduled departure. Present rates are roughly $5 per person based on claim experience. It was recommended that the Travel Council, as the representative of volume buyers, investigate the possibility of obtaining risk insurance for NIRA member employee flights at special rates.

Conference planners

Plans for NIRA's 21st annual Conference and Exhibit in New York City, June 17-20 are in full swing under the leadership of general co-chairmen Dave Chapin, Equitable Life Assurance Society; and Larry Benjamin, Rockefeller Center. Co-sponsored by the Industrial Recreation Directors Assn. of New York and the Long Island Industrial Recreation Assn., conference arrangements will be supervised by the following committee chairmen:

Wives program: Kay Colburn, N. Y. Telephone Co.

Entertainment: Peter Kelly, Frank Music Associates

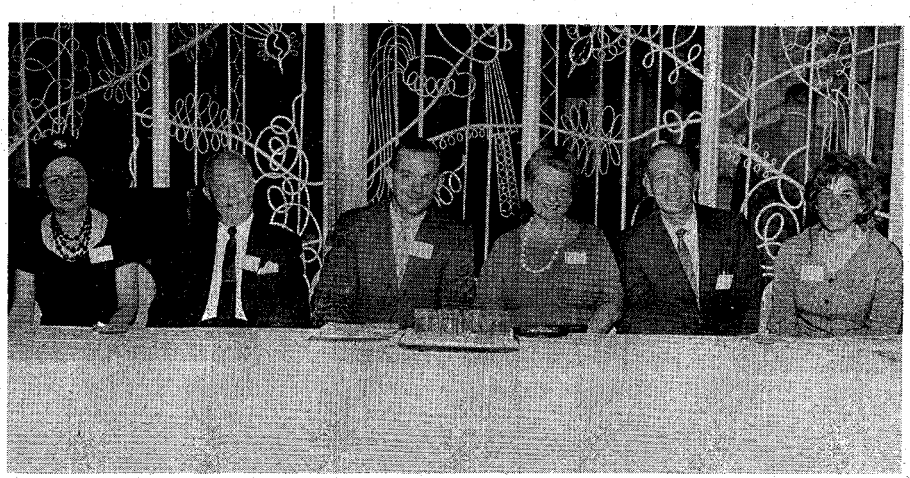
Program: Kjell Peterson, Metropolitan Life Insurance Co.

Exhibits: Leo Leclerc, New York Stock Exchange

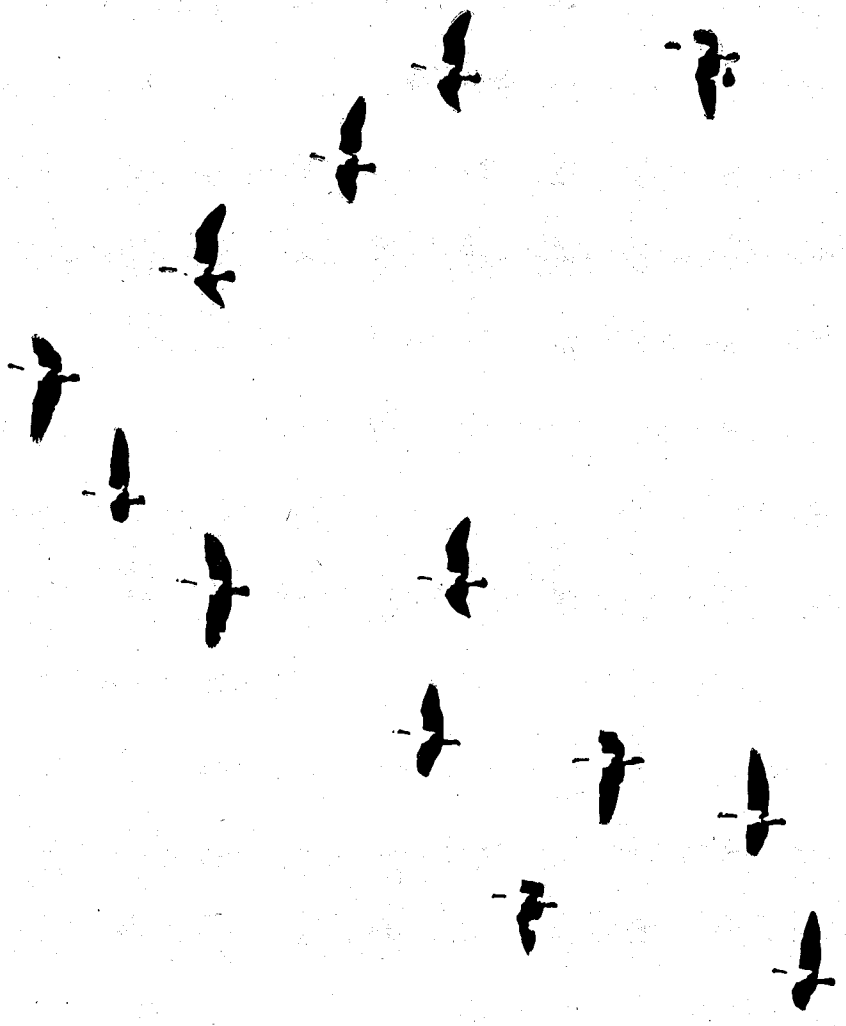
Publicity: Ray Wolf, Long Island Lighting Company

Registration and Reception: George Bennett, Air Reduction Co.

Tours: Bob Benn, Grumman Aircraft Engineering Corp.



Officers of the Industrial Recreation Directors Assn. of New York meet to discuss plans for the 1962 NIRA Conference and Exhibit in New York City (l-r): Abbie Van Gelder, corresponding secretary, N. J. Telephone Co.; George Kuhlman, 2nd vice president, First National City Bank; Leo Leclerc, president, New York Stock Exchange; Kay Colburn, treasurer, N. Y. Telephone Co.; Ted Scandurra, 1st vice president, Equitable Life Assurance; and Joyce Robin, recording secretary, National Broadcasting Co.



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CHAMPION PAPERS

Helms Industrial Recreation Award

NATIONAL AND CLASS D WINNER: more than 10,000 employees
Aerojet-General Corp., Sacramento, Calif. (Lee Corbin)

CLASS AA: less than 500 employees
Flick-Reedy Corp., Bensenville, Ill. (Arthur Conrad)

CLASS A: 501 to 1,000 employees
Faultless Rubber Co., Ashland, Ohio (Howard Honaker)

CLASS B: 1,001 to 5,000 employees
State Farm Insurance Cos., Bloomington, Ill. (Edith Campbell)

CLASS C: 5,001 to 10,000 employees
Minnesota Mining & Mfg. Co., St. Paul, Minn. (John Leslie)

National Industrial Bowling Tournament

TEAM LEADERS

Open Division	*Eight game total*
IBM Corporation, Rochester, Minn.	3834-3803—7637
Ford Hardware & Acc. Div., Ypsilanti, Mich.	3741-3831—7552
Allen-Bradley Company, Milwaukee, Wis.	3735-3794—7529
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	3842-3668—7510
Pittsburgh Plate Glass, Barberton, Ohio	3713-3708—7421
Allis-Chalmers Mfg. Co., Milwaukee, Wis.	3744-3604—7349
Ford Motor Company, Dearborn, Mich.	3721-3607—7348
Pabst Brewery, Milwaukee, Wis.	3737-3570—7307
Continental Can Company, Inc., Chicago, Ill.	3758-3543—7301
U. S. Steel Goodfellow Club, Gary, Ind.	3620-3649—7269
Falk Corp., Milwaukee, Wis.	3650-3608—7258

Industrial Division	*Eight game total*
Oscar Mayer & Co., Madison, Wis.	3555-3595—7150
Ford Motor Company, FEBA, Dearborn, Mich.	3595-3526—7123
S. C. Johnson & Son, Racine, Wis.	3505-3506—7011
Aurora Pump Division, N.Y.A., Aurora, Ill.	3602-3409—7011
Interstate Drop Forge, Milwaukee, Wis.	3475-3471—6946
Kohler Company, Kohler, Wis.	3586-3360—6946
Koehring Corporation, Milwaukee, Wis.	3569-3371—6940
Falk Corp., Milwaukee, Wis.	3389-3482—6871
Industrial Rubber Goods, St. Joseph, Mich.	3460-3388—6848
Madison Kipp Corporation, Madison, Wis.	3335-3512—6847
1st Wisconsin National Bank, Milwaukee, Wis.	3411-3436—6847

INDIVIDUAL LEADERS

Len Lejk, Allen-Bradley Co., Milwaukee, Wis.	1611
Don Hacka, Wisconsin Motor Corp., Milwaukee, Wis.	1611
Leo Lozynski, Allis-Chalmers Mfg. Co., Milwaukee, Wis.	1593

Midwest Industrial Golf Championships

TEAM LEADERS

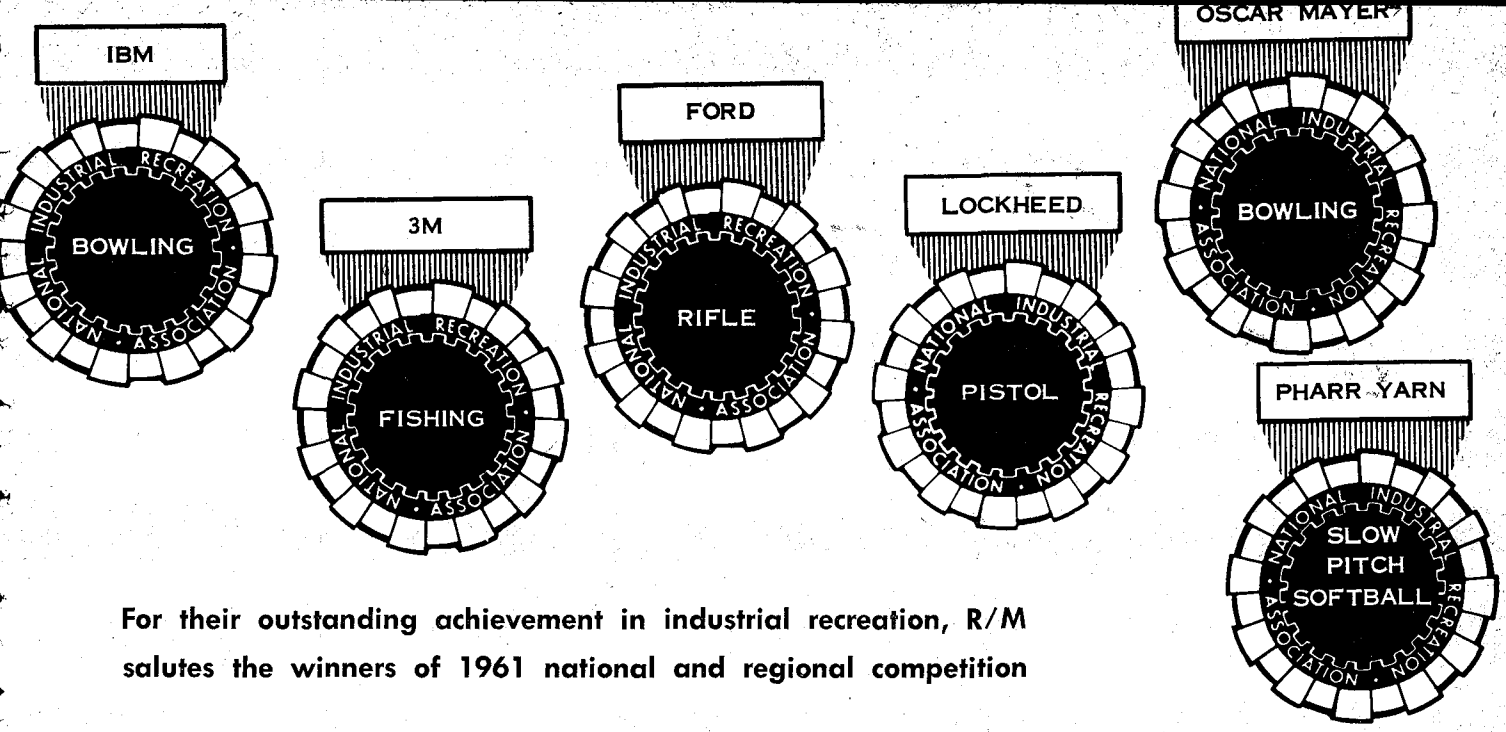
Division A	*36-hole score*
Youngstown Sheet & Tube Company, East Chicago, Ill.	606
Goodyear Tire & Rubber Co., Akron, Ohio	610
Thompson Ramo Wooldridge, Inc., Cleveland, Ohio	610
Alliance Machine Company, Alliance, Ohio	612
Sangamo Electric Company, Springfield, Ill.	622
Sinclair Refining Company, Hartford, Ill.	622
Division B	
National Cash Register Company, Dayton, Ohio	612
Standard Register Company, Dayton, Ohio	622

NIRA postal CO_2 pistol team champions from Lockheed Aircraft Corp., Sunnyvale, Calif. (l-r): George Gustofson, Earl Pettibone, Edward Skoog and Harry Groh. Groh also won individual title.



NIRA Bowling champs, Open Division, IBM Corp., Rochester, Minn. (l-r) Carmen Ferallo; Bill Hudson, IBM personnel services manager; Ed Black; Jerry Malagrino, Jim Onraka and Duane Lewis.





For their outstanding achievement in industrial recreation, R/M salutes the winners of 1961 national and regional competition

Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.	624
Champion Papers, Inc., Hamilton, Ohio	642
Motorola, Inc., Chicago, Ill.	651
National Homes Corp., Lafayette, Ind.	651

Division C

Rockwell Standard Corp., Newark, Ohio	659
Owens-Illinois Glass Co., Alton, Ill.	660
National Cash Register Company, Dayton, Ohio	668
Allis-Chalmers Mfg. Co., Norwood, Ohio	669
Standard Register Company, Dayton, Ohio	671
Fansteel Metallurgical Corp., North Chicago, Ill.	679

INDIVIDUAL LEADERS

Division A	***36-hole score***
Dale Schofield, Sangamo Electric, Springfield, Ill.	141
Dick Crosby, Youngstown Sheet & Tube, Youngstown, Ohio	142
Bud Anderson, Alliance Machine Co., Alliance, Ohio	142
Roger Cox, National Cash Register Co., Dayton, Ohio	143
Donald Mosher, Minneapolis-Honeywell, Minneapolis, Minn.	146
Joe Golob, Thompson Ramo Wooldridge, Cleveland, Ohio	147

Division B

Charles Anthony, Minneapolis-Honeywell, Minneapolis, Minn.	151
Paul Coe, Champion Papers, Inc., Hamilton, Ohio	152
Ed Betus, Youngstown Sheet & Tube, Youngstown, Ohio	154
Bob Glanton, National Cash Register Co., Dayton, Ohio	154
Harold Harmony, Inland Mfg., Div of GMC, Dayton, Ohio	154
John Holmes, Argonne National Laboratory, Argonne, Ill.	155

Division C

William Phillips, National Cash Register Co., Dayton, Ohio	157
John Simpson, Standard Register Co., Dayton, Ohio	159
Steve Dulack, Youngstown Sheet & Tube, Youngstown, Ohio	162
Richard Saylor, Rockwell Standard Corp., Newark, Ohio	162
Charles Engledow, Fairfield Mfg. Co., Lafayette, Ohio	163
Frank Janks, Kaiser Aluminum & Chem. Corp., Newark, Ohio	163

Management Division	***18-hole score***
Dick Hamilton, National Homes Corp., Lafayette, Ind.	83
Hank Sopka, Thompson Ramo Wooldridge, Cleveland, Ohio	84
Carl Klandrud, Allis-Chalmers Mfg. Co., Milwaukee, Wis.	85

Armco National Industrial Trapshoot

TEAM LEADERS

Champion Papers, Inc., Hamilton, Ohio	235, 116
National Lead Company, Cincinnati, Ohio	235, 114
Westerner Club, Western Cartridge Co., East Alton, Ill.	234
Inland Manufacturing, Div. of GMC, Dayton, Ohio	232, 108
Production Plating Works, Lebanon, Ohio	232, 105
Delco Products, Div. of GMC, Dayton, Ohio	231
American Oil Company, Whiting, Ind.	231
Wright-Patterson Air Force Base, Dayton, Ohio	231
National Cash Register Company, Dayton, Ohio	230
Joseph E. Seagrams & Sons, Inc., Lawrenceburg, Ind.	229
Olin Mathieson Chemical Corp., New Haven, Conn.	229
Cincinnati Milling Machine Co., Cincinnati, Ohio	229
Armco Steel Corporation, Middletown, Ohio	228
Frigidaire Division, GMC, Dayton, Ohio	228
Owens-Illinois Glass Company, Godfrey, Ill.	226
McCall Corporation, Dayton, Ohio	226

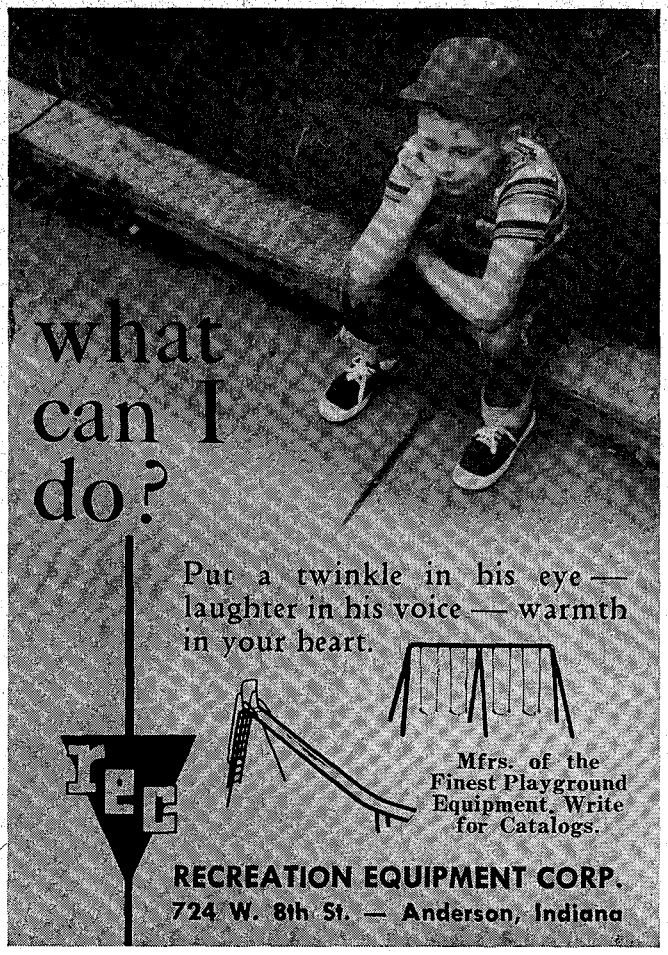
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Midwest Golf champs, Youngstown Sheet & Tube, East Chicago, Ill. (l-r) Ray Detrick, tournament director, congratulates Dick Crosby, Alex Zgorka, Jerry Austgen and Bill Allen.

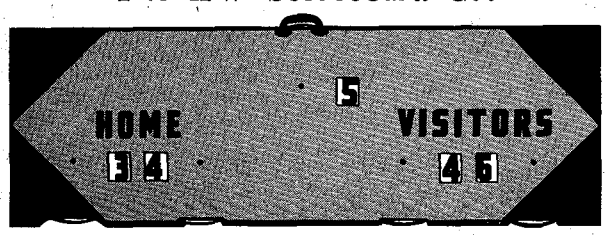


Helms Award winners (l-r): Art Conrad, Flick-Reedy Corp.; Edith Campbell, State Farm Insurance; Lee Corbin, Aerojet-General Corp.; Howard Honaker, Faultless Rubber Co.; John Leslie, 3M Co.





The H-W Scoreboard Co.

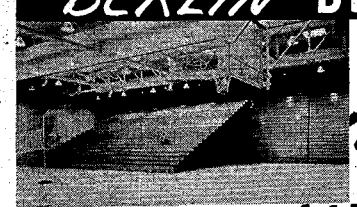


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continued

INDIVIDUAL LEADERS

Bernard Kalapach, American Oil Co., Whiting, Ind.	50x50, 22x25
Joe Wood, Union Carbide, S. Charleston, W. Va.	50x50, 21x25, 23x25
Bruce Spalding, Olin Mathieson, New Haven, Conn.	50x50, 21x25, 21x25
C. O. Parsons, Wright-Patterson AFB, Dayton, Ohio	50x50, 20x25

NIRA Postal Fish-A-Rama

NORTHERN PIKE AND ALL-SPECIES WINNER: William Tacke, Minnesota Mining & Mfg. Co., St. Paul, Minn. 28 lbs., 8 oz.

TROUT: Kenneth H. Blair, Ontario Hydro Electric, Peterborough, Ont., Canada. Brown trout, 9 lbs., 15 oz.

WALLEYE PIKE: Robert A. Matheus, Allen-Bradley Company, Milwaukee, Wis. 13 lbs., 3 oz.

MUSKELLUNGE: Russell K. Komen, R. R. Donnelley & Sons Company, Chicago, Ill. 22 lbs.

LARGEMOUTH BASS: R. H. Rhinehart, E. I. duPont de Nemours & Co., Blackville, S. C. 12 lbs., 1 oz.

SMALLMOUTH BASS: Duncan G. Mackenzie, Ford Motor Company, Dearborn, Mich. 5 lbs., 5 oz.

PAN FISH: Orba Phaby, R. R. Donnelley & Sons Company, Chicago, Ill. Crappie, 2 lbs., 7 oz.

SALT WATER: Marshall E. Munroe, Jr., Motec Industries, Inc., Hopkins, Minn. Swordfish, 399 lbs.

NIRA-NRA Postal Shooting Matches

TEAM LEADERS

.22 Rifle

Ford Motor Company, Southgate, Mich.	765
Zeppelin Rifle Club, Goodyear Tire & Rubber Co., Akron, Ohio	754
Delco-Remy, Div. of General Motors, Anderson, Ind.	753

.22 Pistol

Chapaco Rifle & Pistol Club, Champion Papers, Inc., Hamilton, Ohio	707
Lockheed Employees Pistol Club, Lockheed Aircraft, Sunnyvale, Calif.	706
Ansco Pistol Club, Ansco Div., Binghamton, N. Y.	703
Ford Gun Club, Ford Motor Company, Southgate, Mich.	694

CO_2 Pistol

Lockheed Employees Pistol Team, Lockheed Aircraft, Sunnyvale, Calif.	758

INDIVIDUAL LEADERS

.22 Rifle

T. Y. Wu, Ford Motor Company, Ann Arbor, Mich.	198
W. E. Summers, Goodyear Tire & Rubber Co., Akron, Ohio	197
Joe Broderick, Goodyear Tire & Rubber Co., Akron, Ohio	197
Henry L. Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	192
E. H. McDougall, Minnesota Mining & Mfg. Co., Willernie, Minn.	192

.22 Pistol

Jack McNeil, Olin Mathieson Chem. Corp., New Haven, Conn.	187
Earl Pettibone, Lockheed Aircraft Corp., Santa Clara, Calif.	187
Beve Wyatt, Champion Papers, Inc., Hamilton, Ohio	187
Lynn Taylor, Ford Motor Company, Dearborn, Mich.	186
Norman Goelzer, Ford Motor Company, Inkster, Mich.	185

CO_2 Rifle

Jack Stahl, North American Aviation, Columbus, Ohio	176

CO_2 Pistol

Harry Groh, Lockheed Aircraft Corp., Irvington, Calif.	193
George Gustofson, Lockheed Aircraft Corp., San Jose, Calif.	191
Franklin Shea, Lockheed Aircraft Corp., Santa Clara, Calif.	190

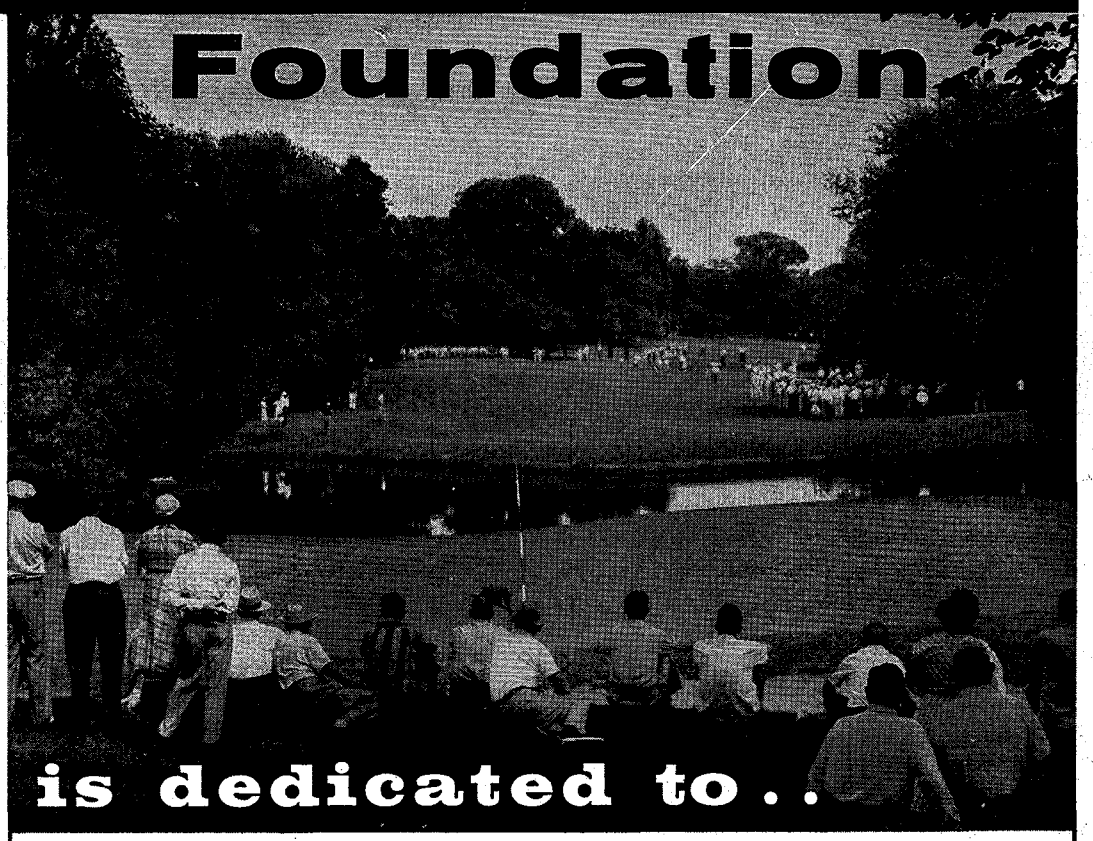
World Softball Championships

MEN'S FAST PITCH, Clearwater, Fla., Sept. 15-22
WINNER: Stephens-Adamson Mfg. Co., Aurora, Ill.
RUNNER-UP: Detroit, Mich. Burch Grinders

WOMEN'S FAST PITCH, Portland, Ore., Aug. 25-Sept. 2
WINNER: Whittier, Calif. Gold Sox
RUNNER-UP: Raybestos-Manhattan Div., Stratford, Conn.

INDUSTRIAL SLOW PITCH, Toledo, Ohio, Sept. 1-4
WINNER: Pharr Yarn Co., McAdenville, N. C.
RUNNER-UP: Combustion Engineers, Chattanooga, Tenn.

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GOLF ACTIVITIES MATERIALS include: *Golf Lessons, The Easy Way To Learn Golf Rules, Golf Events, Golf For Industry, Golf Rules Wall Chart, Golf Instructor's Guide, How To Improve Your Golf* and the sound-slide instruction film *Beginning Golf.*

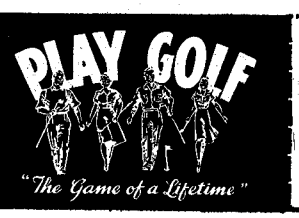
INFORMATION BULLETINS are published by the Foundation covering almost every facet of golf activity and operation, including: *Operating Statistics of Country Clubs,* the NGF *Par-3 Golf Course Survey for 1959, Model By-Laws, Services for Better Caddies,* and many others.

NGF FIELD SERVICE is available free to any individual or group seriously considering a new golf course or country club. NGF Field Representatives draw on their wide store of experience and information in evaluating the potential of a new golf course project and will advise on the best planning, financing and operating procedures necessary . . .

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'62 travel plans

The flurry of group travel announcements points to a record year for employee tours in 1962. To the plans outlined last month (Nov. R/M, page 14), add the following:

- Thompson Ramo Wooldridge Inc., Cleveland, 87 passengers to six European countries, July 19-Aug. 20. Package includes everything except a few meals for per person cost of $799.
- Consolidated Edison Camera Club, New York City, to Jamaica by regularly scheduled jet, April 28-May 9. Total cost $322 per person.
- E. I. du Pont de Nemours & Co., Aiken, S. C., three trips: Mexico (nine days, $290), Jamaica (six days, $200) and Nassau (four-day cruise, $115 to $178). All costs include most meals and extras.
- The B. F. Goodrich Co., Akron, Ohio, 80 persons to Europe for 26 days, $700. Employees have choice of two different land tours.

Successful facility

In the first three months of operation, 10,000 participants registered at the new Exercise Room and Shooting Range which have been added to North American Aviation's Rec Center in Los Angeles.

In piling up the impressive attendance record, the largest share of participants—more than 8,800—are currently using the Exercise Room's modern gynmasium facilities on a weekly basis or oftener.

Two full-time recreation coordinators are helping employees work out regular conditioning programs and are on hand to explain the use of the various items of exercise equipment.

The rifle and pistol range, which shares the new 12,000 sq. ft. multipurpose building with the exercise room, logged more than 1,200 participants during the three month period.

A rangemaster is on hand to help beginning shooters in smallbore rifles and .22, .38 and .45 caliber pistols. Targets and .22 ammunition are available from vending machines.

Both facilities are open to all employees and their families.

Photo hunting

Possibilities for an interesting, joint-project for employee camera and sportsmen's clubs have opened up through *The American Rifleman's* hunt for good color transparencies.

The monthly magazine of the National Rifle Assn., *The American Rifleman* will pay $75 for each transparency which is accepted for use on the magazine's cover.

Generally, the subject matter of the transparencies must be related to hunting, shooting or firearms. The editors prefer 4x5 although 2¼x2¼ transparencies will be considered. They also require information on the subject matter, location and other pertinent details of the photo.

Send the transparencies to *The Rifleman's* office at 1600 Rhode Island Ave., N.W., Washington 6, D. C.

Employee Rembrandt's

A record total of 175 art originals were shown by employees from 15 Long Island companies in the recent second annual L. I. Industry Employees Fine Arts Exhibit held at Bethpage State Park.

The week-long show, viewed by more than 1,000 persons, exhibited employee masterpieces in four categories: oils, watercolor, sculpture and graphics. Blue ribbons were awarded to employees from Sperry Gyroscope, Republic Aviation, Grumman Aircraft and Airborne Sales.

The exhibit was coordinated by Republic's Art Guild and co-sponsored by the L. I. State Park Commission, Bethpage State Park Authority and the L. I. Industrial Recreation Assn.

Bowling "on the house"

Providing an excellent example of bowling proprietor-industrial recreation cooperation, 240 Charmin Paper Products bowlers filled the new 48-lane Fox River Lanes in Green Bay, Wis., for a family night of bowling "on the house."

The largest single group to participate in the promotional offer made by the management of the new bowling establishment, Charmin families filled the roster for the event as soon as announcements were made.

Small children were entertained in the nursery while their older brothers and sisters, moms and dads and some grandparents spilled the maples.

More than 20 bowlers won complimentary tickets in novelty roll-offs. Announced at irregular intervals, the feature involved rolling a single ball for a strike which entitled the successful bowler to three free games at a future date.

Aside from promotional benefits, the proprietors found another advantage in working with industry. With arrangements and scheduling made in advance by Nick Miketinac, Charmin recreation director, it was said to be the most orderly event of its type sponsored by the establishment.

Celebrating his 91st birthday recently, Hans Leseth (center) of Chicago, also marked the beginning of his 11th year of league bowling. Leseth didn't take up the sport until 10 years after his retirement in 1940. Today he is the second oldest league bowler registered with the American Bowling Congress. For the occasion he was presented with a new Black Beauty bowling ball by Brunswick Vice President Milt Rudo (l) with Charles Jahn (r), president of the United States Bowling Assn., joining the festivities.



SEE THE AMERICAS FIRST IN '62

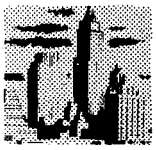
***The* GRAND CANYON . . . YELLOWSTONE *and the* ROCKIES . . .**
DISNEYLAND . . . *our nation's* CAPITOL *and* MT. VERNON! *Hear* CALYPSO *where it was born!*
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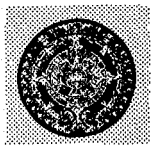
CARIBBEAN

"Do-as-U-Please" Caribbean Carrousel visiting any combination of islands or only one if desired.



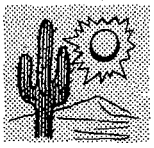
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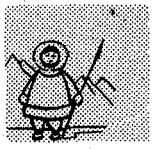
WEST

Around the West, California, Las Vegas; Western Spectacular; Pacific Northwest; Canadian Rockies.



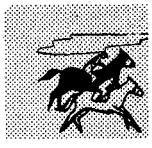
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Safer boating

A study of fatal boating accidents and their causes just released by the Outboard Boating Club of America reveals that the rate of fatal boating accidents has declined.

In its report, "Accidental Deaths Involving Small Boats—1960," OBC presents figures from the National Vital Statistics Division showing that the number of persons killed in boating accidents has remained constant—between 1,100 and 1,400 annually for the past decade.

Coupled with the tremendous growth of boating in the same period, this means the rate of fatal accidents has declined. For example, in 1949, there were .47 boating fatalities for every 1,000 outboard motors in use. By 1959, this rate had dropped to .22.

Negligence on the part of operators or passengers remains as the primary cause of serious pleasure boating accidents, accounting for 48.9% of the cases covered in the 1960 study. One out of every 10 fatalities was caused when someone disregarded a basic precept of safe boating: "Don't stand up in a small boat."

Other causes for serious boating accidents: weather 11.1%, mechanical failure 6.4%, other 1.9%. The cause of 31.7% of the accidents was unknown.

Nonskeds in trouble

Supplemental air carriers, who specialized in group charter flights, face a rugged fight for survival.

As the result of two recent major disasters, Congress, the Civil Aeronautics Board and the Federal Aviation Agency have all launched investigations into the nonskeds' ability to finance and follow adequate safety precautions.

The investigations come at the worst possible time. Unless Congress enacts a new law, the nonskeds' authority to fly will expire March 24. Committees of both houses are considering bills to extend the authority, but the final form may well be influenced by the current probes. The industry could be placed under stricter regulations.

Compiling a good safety record since coming under CAB regulation in 1955, the nonskeds ran into trouble during 1960 when their fatality rate climbed to 4.25 per 100 million passenger miles compared to .75 for the scheduled airlines.

Bat bearings

Presented with a Mickey Mantle baseball bat by the famous Yankee slugger five years ago, George Hutter of Bergenfield, N. J., decided to collect autographs, inked on the bat, by his favorite baseball idols.

The project was tremendously successful, starting right at the top with Ty Cobb, Rogers Hornsby, Joe DiMaggio, Ted Williams, Bill Terry, Rube Marquard, the wives of John J. McGraw, Babe Ruth and Lou Gehrig plus many others until the total number of signatures surpassed 200.

Proud and enthusiastic, Hutter took

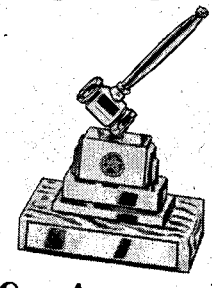
All New for '62

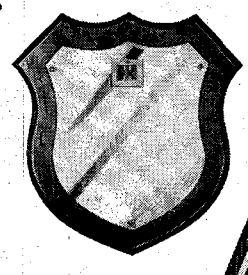
TROPHIES & AWARDS FOR LESS

Including a Money Saving Engraving Program!

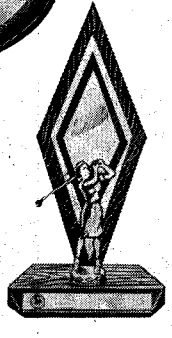


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"Chippin' Turf," new, long-lasting practice mat with patented "fingers of turf," provides feel of fairway or tee. Tested and successfully used by driving ranges, Chippin' Turf is priced to retail at $5.95. For more information write Recreational Equipment and Devices Corp., 2110 W. Washington Blvd., Los Angeles.

the bat to Baseball Commissioner Ford Frick who immediately sensed the value of the bat as an addition to the exhibits in the National Baseball Hall of Fame and Museum in Cooperstown, N. Y. (see photo).

Something of a problem followed. How could so many names be properly viewed by visitors. The difficult situation was relayed to the Timken Roller Bearing Co. in Canton, Ohio, whose engineers handled it with ease.

A specially built bat turner and case were designed and made with electric gadgets at both ends to spin the bat at one complete twirl every 60 seconds.

The entire contraption was recently delivered to the Hall of Fame by Earl Schreiber, Timken recreation director, and past NIRA vice president.

"Learn to Bowl"

Bowling lessons? It's all on sound-slidefilm now at bowling establishments in many areas of the country.

The "Learn to Bowl" clinic is part of a Brunswick Corporation effort to promote league bowling. The series teaches the rudiments of good bowling by means of audio-visual lessons projected on sound-slidefilm equipment.

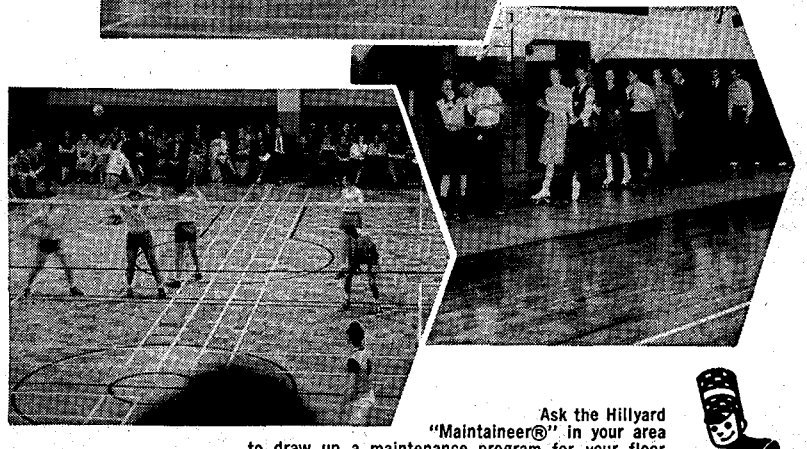
The "Learn to Bowl" package includes a DuKane Micromatic projector which automatically advances the pictures in perfect synchronization with the sound.

For information about demonstration of the slidefilm, write the DuKane Corporation, 100 N. 11th St., St. Charles, Ill.



How to display a baseball bat with 200 autographs of the game's leading players was solved for Baseball's Hall of Fame by the Timken Roller Bearing Co. The specially built bat turner and case were recently presented to the Hall of Fame by Timken Recreation Director Earl Schreiber (see story) where it is now on display.





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This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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Firm or Institution.....

Address.....

City.....State.....

BUYERS GUIDE

AND ADVERTISING INDEX

The NIRA Buyers Guide of industrial recreation products and services includes all those firms which have shown interest in industrial recreation either by becoming Associate or Affiliate members of NIRA, by exhibiting at the 20th annual NIRA Conference or by advertising this year in RECREATION MANAGEMENT.

Bold face listing indicates additional information is available in that company's advertisement which appears in this issue. Page number of the ad is given in parenthesis.

Product and service listings are grouped in the following categories:

SPORTING GOODS
- **Athletic Equipment**
- **Hunting Equipment**
- **Fishing Equipment**
- **Athletic Apparel**

FACILITIES
- **Architects, Designers**
- **Playground, Park Apparatus**
- **Sports, Recreation Installations**
- **Maintenance Supplies**
- **Amusement Parks**

TRAVEL
- **Carriers**
- **Hotels & Resorts**
- **Tour Operators**

VENDING
PRIZES, TROPHIES, GIFTS
CULTURAL ACTIVITIES, GAMES
RECREATION SERVICES, ORGANIZATIONS

Sporting Goods

ATHLETIC EQUIPMENT

Adirondack Bats, Inc. (55) *Adirondack baseball, softball and youth league bats. Also Adirondack water skis.* Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, N. Y., Dolgeville 5281

American Trampoline Co. *Trampolines.* Bill Sorenson, Jefferson, Iowa, Phone: 386-3125

Betson Enterprises, Inc. *Recreation room equipment; table shuffleboard, billiard tables, bowlettes, automatic refreshment and snack bar. Package lease plan; sold or combination thereof.* 3726 Tonnele Ave., North Bergen, N. J., Union 3-8627

Brunswick Sports. *Complete line of athletic equipment including MacGregor, Red Head and Union Hardware Lines.* William Ford, 623 S. Wabash Ave., Chicago 5, Ill., WE 9-5688

Dayton Racquet Co. (6) *Steel tennis and badminton racquets.* 10121 Albright St., Arcanum, Ohio

Hanna Mfg. Co. *Baseball, Little League, Pony League, Babe Ruth League and softball bats.* J. E. Broadnax, Athens, Ga.

Hillerich & Bradsby Co. (12) *Louisville Slugger bats, Grand Slam golf clubs, Power-Bilt golf clubs.* Jack McGrath, Adv. Mgr., 434 Finzer St., Louisville, Ky., Phone: 585-5226

H-W Scoreboard Co. (18) Box 42, Lake Geneva, Wis., H. G. Whitford

The MacGregor Co. (see listing under Brunswick Sports)

Midwest Folding Products Sales Corp. *Portable folding tennis table, round folding tables, folding banquet tables, portable room dividers, caddy line of handling equipment.* L. D. Speyer, Roselle, Ill., LA 9-2000

Rawlings Sporting Goods Co. *Manufacturers of quality equipment for baseball, basketball, football, softball, track, golf, tennis and other team and individual sports.* R. O. Morgan, Sales Mgr., 2300 Delmar Blvd., St. Louis 66, Mo., CHestnut 1-2900

Shakespeare Co. (see listing under Fishing Equipment)

Sico Manufacturing Co., Inc. *Sico tuck-away tennis table. Folds and rolls on its own casters, built-in net posts. U.S.T.T.A. approved.* Elton T. Jones, V.P., Sales, 5215 Eden Ave. South, Minneapolis 24, Minn., WEst 9-4663

Seamless Rubber Company. *Complete line of rubber athletic balls, playground balls, underwater equipment, trainer supplies.* Harry Andrews, 253 Hallock Ave., New Haven 3, Conn., STate 7-2211

Spalding Sales Corporation. *Athletic goods, baseball, softball, golf, tennis, badminton, basketball, football, volleyball, track, soccer, squash.* H. Nannen, Sales Mgr., Chicopee, Mass., JE 6-1200

Union Hardware (see listing under Brunswick Sports)

Wilson Sporting Goods Co. (41) *Manufacturers and distributors of all athletic and clothing items serviced by our 27 branches.* Ed Reutinger, 2233 West St., River Grove, Ill., GLadstone 6-6100

Wittek Golf Range Supply Co. (33) *Complete line of golf supplies and equipment for practice ranges and golf courses. Golf mats, balls, clubs and netting at wholesale prices.* George W. Lynn, 5122-28 W. North Ave., Chicago 39, Ill., TU 9-2911

HUNTING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel)

Red Head (see listing under Brunswick Sports)

Remington Arms Company, Inc. *Sporting Firearms, ammunition, traps and targets for hunting and shooting.* A. A. Riehl, Bridgeport 2, Conn., EDison 3-1112

Shakespeare Company (see listing under Fishing Equipment)

Winchester-Western Div., Olin Mathieson Chem. Corp., New Haven 4, Conn.

FISHING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel)

Red Head (see listing under Brunswick Sports)

Shakespeare Company. *Shakespeare fishing, archery, tackle and golf.* E. R. Hames, Sales Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich., FI 4-0101

South Bend Tackle Co., Inc. *Complete line of fishing tackle products and programs for club recreation.* D. J. Schaefer, 6710 N. Lincoln, Chicago 45, Ill., JU 3-0420

ATHLETIC APPAREL

AMF (5) (see listing under Recreation Installations)

Brunswick Corporation (56) (see listing under Recreation Installations)

Champion Knitwear Co., Inc. *Sportswear & athletic uniforms with printed, individual designs. Fund raising items and camp togs.* 115 College Ave., Rochester 7, N. Y., BRowning 1-2235

Company Blazers, Ltd. *Blazers, top quality, for teams and as awards—manufacturer sells direct—complete line formal wear for glee clubs.* 120 Walker St., New York 13, N. Y.

Converse Rubber Company. *Manufacturers of canvas, basketball, athletic footwear, sporting boots, insulated pacs and leather topped, rubber bottom hunting shoes.* Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill., FIlmore 5-3440

General Athletic Products Company. *A complete line of athletic clothing for baseball, softball, basketball, hockey and other sports. Also award jackets.* C. E. Covault, Riffle St., Greenville, Ohio, LIncoln 8-4131

The MacGregor Company (see listing under Brunswick Sports)

Rawlings Sporting Goods Co. (see listing under Athletic Equipment)

Spalding Sales Corp. (see listing under Athletic Equipment)

Wilson Sporting Goods Co. (see listing under Athletic Equipment)

Facilities

ARCHITECTS & DESIGNERS

Harrison, Brauer, Rippel. *Site planning consultants. Landscape architects. Engineers. Recreation area planning and development.* Arthur L. Harrison, Municipal Airport, Box 328, Ames, Iowa, Phone: 232-1589

PLAYGROUND, PARK APPARATUS

American Playground Device Co. (22) *Heavy duty playground, swimming pool, dressing room equipment, picnic grills and tables, park benches, softball and tennis backstops.* Warren P. Miller, Pres., P.O. Drawer 790, Anderson, Ind., Phone: 2-0280

J. E. Burke Co., P.O. Box 986, New Brunswick, N. J.

Game-Time, Inc. *Playground and sports equipment for schools and parks.* Robert S. Wormser, Litchfield, Mich., LI 2-2345

Hancock Iron Works. *Outdoor stoves, pedestal mounted, for employee picnic areas; extra large cooking surface; positive draft control; other exclusive features.* H. V. Hancock, Box 13, Pontiac, Mich., FEderal 5-6230

The Mexico Forge, Inc. *Engineered park and playground equipment.* William T. Kennedy, Jr., Mexico, Pa., McAlisterville 463-2194

Recreation Equipment Corp. (18) *Playground equipment, swimming pool equipment, indoor basketball backstops.* John D. Nash, Dept. NIRA, 724 W. Eighth St., Anderson, Ind., Phone: 643-5315

SPORTS, RECREATION INSTALLATIONS

AMF Pinspotters, Inc. (5) *A complete line of bowling equipment and supplies, including lanes, pins, finishes, returns, settees, balls, bags, shoes.* Frank Mueller, Regional V.P., 6500 N. Lincoln Ave., Chicago 45, Ill., ORchard 4-1600

Berlin Chapman Co. (18 & 27) *Ez-A-Way mechanical folding bleachers in many arrangements and combinations for every type need; portable bleachers (steel and aluminum); steel deck grandstands; permanent type grandstands; basketball backstops.* Berlin, Wis., Berlin 100

Betson Enterprises, Inc. (see listing under Athletic Equipment)

Brunswick Corporation (56) *Complete line of bowling balls, bags and shoes; all supplies and equipment for bowling lanes.* 623 S. Wabash Ave., Chicago 5, Ill., WEbster 9-3000

The Flxible Company. *Sentinel self-service coin operated lockers with variable fee locks.* J. Austin Smith, Loudonville, Ohio, Phone: 994-3408

MAINTENANCE SUPPLIES

Hillyard Chemical Company. (23) *Manufacturer of Trophy gym finish and a complete line of floor treatments and maintenance for every type floor.* Elliot C. "Jack" Spratt, 302 N. 4th St., St. Joseph, Mo., AD 3-1321

AMUSEMENT PARKS

Camden Park; Robt. N. Burley, Off. Mgr., P.O. Box 1794, Huntington, W. Va.

Euclid Beach Park, The Humphrey Co., E. P. Shilliday, Mgr., Cleveland 10, Ohio, IV 1-7575

Geauga Lake Park. *Amusement park consisting of 31 major rides, plus 18-hole miniature golf course.* Charles W. Schryer, Box 84, Aurora, Ohio, LOgan 2-7131

Travel

CARRIERS

Air France; Wm. A. Clary, Sales Dev. Mgr., 683 Fifth Ave., New York 22, N. Y.

Alaska Airlines, Inc. *Scheduled passenger and cargo service from the Pacific Northwest to Seattle.* Alvin C. Schweizer, 595 Fifth Ave., New York 17, N. Y., PL 2-1144

Alitalia Airlines. *Jet service to Europe, Africa, Middle and Far East; via London, Milan and Rome.* Pano Anastasato, 666 Fifth Ave., New York 19, N. Y., JU 2-8900

KLM Royal Dutch Airlines. *International airline servicing all continents and 104 cities. Direct one-plane service to Europe from New York and Houston and to Caribbean from New York and Miami.* L. Nobiletti, Mgr. Convention/Group Sales-USA, 609 Fifth Ave., New York 17, N. Y., PLaza 9-2400

Sabena Belgian World Airlines. *International airline.* Jan Yones, Sabena Bldg.—Fifth Ave., New York 19, N. Y., JUdson 6-1070

Scandinavian Airlines System, Inc.; SAS Bldg., 138-02 Queens Blvd., Jamaica 35, N. Y.

Swissair; Sales Development Dept., 3 E. 54th St., New York, N. Y.

Trans World Airlines, Inc. (3) *Air transportation.* Herb Lynn, Mgr., Commercial Sales, 380 Madison Ave., New York 17, N. Y.

Varig Airlines. *International airline serving both Americas. Number one airline in passengers and cargo to Brazil.* Vincent P. Hackett, Mgr. of Incentive & Special Sales, 630 Third Ave., New York 17, N. Y., MU 2-3100

HOTELS & RESORTS

Carillon Hotel. *Miami Beach's newest, most complete modified American plan resort hotel. A world of fun and luxury where every guest is King.* Frederick R. Merritt, Dir.-Agency Sales, 68th & Collins Ave., Miami Beach, Fla., UNion 5-7561

Four Lakes; Johnny Lewis, 58 E. South Water St., Chicago 1, Ill., FRanklin 2-5166

General Development Corporation. *Homes and homesites for both investment and living in the sun. Also the world's finest recreational facilities.* Peter B. SanFilippo, 2828 Coral Way, Miami, Fla., HIghland 4-8371

Hotel Manhattan. *New York's newest hotel. 1400 rooms air-conditioned, with bath, radio and TV. Heart of Times Square. Groups welcome!* William O. Roeser, Dir. of Sales, 700—8th Ave., New York 36, N. Y. JUdson 2-0300

New York Convention & Visitors Bureau. *Promoting individual and group vacation travel to New York City.* Charles Gillett, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N. Y., Murray Hill 7-1300

New York State Dept. of Commerce. *Vacation lands and attractions of New York State.* Joseph J. Horan, Dir., Travel Bureau, 112 State St., Albany, N. Y.

Ozark Playgrounds Association. *The Ozark Playgrounds of southwest Missouri and northwest Arkansas offers year round vacation activities. Group and convention information available.* G. Tom Ayers, Exec. Dir., 204 W. 4th St., Joplin, Mo., MAyfair 4-4250

Albert Pick Hotels & Motels. *Hotels, motels in 29 cities. Ideal locations. Superb convention facilities. Swimming pools at all motels. Write for brochures.* Merle E. Blessington, Asst. Gen. Sales Mgr., 20 N. Wacker Dr., Chicago 6, Ill., STate 2-4975

Sheraton Corp. of America. *63 hotels throughout the United States, Canada, and Hawaii.* Matty Mathewson, Midwest Reg. Sales Mgr., 505 N. Michigan Ave., Chicago 11, Ill., WHitehall 4-4100

Schine Enterprises, Inc. *Resort and commercial hotels in Florida, Massachusetts, New York, Connecticut, New Mexico and California; catering to convention, group and meeting business.* Seymour L. Morris, Dir. Pub. Rel., 40 N. Main St., Gloversville, N. Y., Phone: 4-7161

TOUR OPERATORS

Allen Travel Service, Inc. *Complete travel service specializing in group travel to Europe and South America. Own office in Hawaii.* Richard E. Lydon, 2037 E. 14th St., Cleveland 15, Ohio, TOwer 1-6660

Allied Travel, Inc.; Hans M. Helbling, Exec. Mgr., 25 W. 43rd St., New York 36, N. Y.

American Express Co. (15) *Complete travel service: travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc.* J. B. McAnulty, Mgr. Travel Sales Div., 65 Broadway, New York 6, N. Y., WHitehall 4-2000

Canadian Education and Recreation Tour Operators. *Tour operator specialized in group and tour movements for federations, unions, associations, recreation offices, etc.* Guy Anagnan, 371 St. Catherine West, Montreal 2, P. Q., VI 9-2381

Thos. Cook & Son (27) *Organization and direct operation of quality but inexpensive employee tours.* C. L. Hill, Mgr., Group Travel Div., 587 Fifth Ave., New York 17, N. Y., Murray Hill 8-4000

Happiness Travel Service (21) *Complete travel service to "anywhere in the world." Employee vacations, group or individual, domestic and international.* Benjamin Getzoff, 6 E. Monroe St., Chicago 3, Ill., ST 2-4900

Edward Krones Enterprises; Edward Krones, 509 Fifth Ave., New York 17, N. Y.

Lanseair Travel Service, Inc. *Industrial travel; employee vacations, incentive plans; wholesale and retail to all parts of the world.* Jorgen B. Kolle, 1027 17th St., N.W., Washington, D. C., ME 8-6675

Maupintour Associates. *International and domestic tour operators. Have separate divisions for sales incentive and industrial recreation travel programs.* Alan Citron, Natl. Sales Rep., The Malls, Lawrence, Kans., VI 3-1211

Nationwide Charters & Conventions, Inc. *Airline charters. Hotel reservations and all inclusive package tours for organizations and employees' organizations.* Harold S. Low, 40 Boylston St., Boston, Mass., HA 6-9727

Overseas Travel Company, Div. of A. T. Henderson, Inc. *Tour operators for industry personnel group movements, world wide. Our offices 12 major cities, Europe and Far East. Members ASTA; fully licensed.* John C. Rip, V.P., Sales & Prom., 37 S. Wabash Ave., Chicago, Ill., CEntral 6-4589

Towne House Travel. *I understand employee travel problems from the recreation director's side of the desk. Employees benefit from my experience.* Thomas P. Shanahan, 1640 Monroe Blvd., Dearborn 8, Mich., CR 8-4600

Transmarine Tours, Inc. *Specialists in group travel, foreign and domestic. Established in 1936. Members of all transportation conferences.* Thomas A. Broderick, Dir., Group Tours Div., 500 Fifth Ave., New York 36, N. Y., OXford 5-4460

Universal Travel Agency; L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera), France

Vending

Automatic Canteen Company of America. *Complete food and vending service.* C. J. Ritzen, V.P., Sales, 1430 Merchandise Mart, Chicago 54, Ill., DElaware 7-5900

Automatic Retailers of America. *The company provides automatic vending and cafeteria service to plants, offices, and institutions throughout the country.* 2000 W. Fulton St., Chicago 12, Ill., CHesapeake 3-4570

Betson Enterprises, Inc. (see listing under Athletic Equipment)

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WHY

STAND

ALONE?

The Coca-Cola Company. *Coca-Cola.* Wayne B. McConnell, P.O. Drawer 1734, Atlanta 1, Ga., TRinity 5-3411

Consumer Standard, Inc. *Group vitamin plan, approved fund raising employer-employee mutual benefit health program.* Roy Bathrick, Pres., P.O. Box 421, Crystal Lake, Ill., Phone: 459-1048

Continental Vending Machine Corp. *Electronic cafeteria.* Jack Roth, 956 Brush Hollow Rd., Westbury, L. I., N. Y., ED 4-7200

Griswold Vending Company, Div. of Northwest Automatic Products Corp. *Pre-brew coffee vending machines, bulk milk vending machines, pastry vending machines.* R. T. Steiner, 1204 Chestnut Ave., Minneapolis 3, Minn., FE 9-7521

Interstate Vending Company. *Food service specialists through vending, cafeterias, snack bars for industry, institutions, schools and colleges. Covering the nation.* Robert A. Arnold, V.P., Marketing, 251 E. Grand Ave., Chicago 11, Ill., WHitehall 3-3535

Madison Concessions, Inc.; Thomas C. Funk, Pres., 700 Meridian St., Anderson, Ind.

Pepsi-Cola Company. *A concentrate for the making of a carbonated beverage by independent franchised bottlers.* Robert Thomson, 500 Park Ave., New York, N. Y., MU 8-4500

Quick Cafeteria Services. *Complete automatic vending services, automatic cafeterias and manually operated inplant food services.* Fred W. Sarkis, 645 Maple St., Rochester 11, N. Y., BE 5-6000

The Seven-Up Company. *Refreshing 7-Up in bottles, cans and premix. All types of 7-Up vending machines and 7-Up coolers.* Jos. R. Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis 3, Mo., GArfield 1-0960

Vendall Distributing Company, Inc. *Operators and distributors of all types of vending equipment. Complete industrial vending service.* Earl L. Grout, Pres., 1820 E. 38th St., Minneapolis 7, Minn., PArkway 9-7904

Prizes, Trophies, Gifts

American Trophy & Award Company (22) *Manufacturers and distributors of sporting and industrial trophies and awards. Fine engraving and dependable delivery guaranteed.* Al Goldberg, 1304 S. Wabash Ave., Chicago, Ill., WEbster 9-3252

Company Blazers, Ltd. (see listing under Athletic Apparel)

Emblem & Badge Mfg. Co. *Manufacturers of trophies, plaques, emblems, pins, badges, medals. We also carry a full line of gavels, desk sets, clocks, etc.* Sol. L. Resnik, 68 Pine St., Providence, R. I., DExter 1-5444

House of dFranz, Inc. *Gifts for employees—executives. Hats, carryall bags, mahogany, Taverneau, Haitian imports.* Dave Franz, 8361 N.E. Second Ave., Miami 38, Fla., PL 7-0191

General Athletic Products Co. (see listing under Athletic Apparel)

Edwin W. Lane Company (49) *Trophies, plaques, medals, prizes, gifts. Creative designs in incentive awards. "If it is an Award—we have it."* 32 W. Randolph St., Chicago 1, Ill., ST 2-2317

Moffett & Klein Corporation. *Congratulations, an industrial morale program.* John E. Klein, Pres., 141 E. 44th St., New York 17, N. Y., OXford 7-1060

Organization Services, Inc. (49) *Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children.* 8259 Livermore Ave., Detroit 4, Mich., TE 4-9020

Penn Emblem Company. *Embroidered emblems for use as symbolic awards and activity identification. Advisory staff available for all programs.* Guy T. Bucco, 2111 Eastburn Ave., Philadelphia, Pa., LIvingston 8-3500

Royal Hawaiian Flowers. *Hawaiian flowers for promotions, tropical gifts and novelties.* Sidney Pritikin, 1313 W. Randolph St., Chicago, Ill., CH 3-5595

Saunders Mfg. & Novelty Co. *Christmas package games and toys for children's Christmas parties. Decorations, party hats, favors, picnic supplies.* Dave Shanker, 708 Frankfort Ave., Cleveland 13, Ohio, CHerry 1-3817

Smith Enterprises, Inc. *Children's Christmas parties that get results and employee gift programs.* H. F. Burris, Jr., 1184 E. Main St., Rock Hill, S. C., Phone: 327-4027

Swiss Melody Corp. *Manufacturers of Swiss musical stuffed toys, novelties.* Irving Pukel, 325 W. 16th St., New York, N. Y., WA 4-4888

Trophies, Inc.; M. L. Herwitt, 1452 W. Devon Ave., Chicago, Ill., BRoadway 4-2311

Waldron & Co., Inc. *Diamonds, watches, jewelry, silver, luggage, radio, appliances, gifts, awards, prizes.* Jim Waldron, 1211 Chestnut St., Philadelphia 7, Pa., LOcust 8-5100

Cultural Activities, Games

American Handicrafts Co. *Complete crafts supplies for groups and individuals.* Thomas Healy, 83 W. Van Buren St., Chicago 5, Ill., WA 2-2331

Jerome H. Cargill Producing Organization, Inc. *Jerome H. Cargill is the leading producer of amateur musicals in the U. S.* Frank A. Lloyd, 140 5th Ave., New York 11, N. Y., OR 5-2810

Encyclopaedia Britannica. *The new edition of the Encyclopaedia Britannica and its correlated fact finding and technical research services.* Ralph M. Hinckley, 185 N. Wabash Ave., Chicago 1, Ill.,

Metro-Goldwyn-Mayer, Inc.; Zeb A. Epstin, Natl. Dir. Group Sales, 1540 Broadway, New York 36, N. Y.

McNaughton Libraries, Inc. *A low cost recreational reading program for employees and their families.* Richard T. Wood, Mgr., P.O. Box 914, Williamsport, Pa., Phone: 322-5373

Modern Talking Picture Service, Inc. *Free-loan 16mm sound films for education and recreation.* R. B. Miles, 3 E. 54th St., New York 22, N. Y., PL 8-2900

The Oak Rubber Company. *Picnic game balloons (with game booklet), latex and plastic playballs for family games or company picnic.* John E. Shallcross, Picnic Consultant, Ravenna, Ohio, AXminster 6-3416

S & S Arts & Crafts. *Arts and crafts materials for recreational programs. Plus the Wrico Sign Maker and Dymo Tapewriter. Free catalogue.* Abraham Slopak, Colchester, Conn., LE 7-2325

Tandy Leather Company. *Leather, tools, patterns, leather kits and related products.* James L. West, Pres., 1001 Foch St., P.O. Box 791, Fort Worth, Tex., ED 5-4161

United States Playing Card Company. *Manufacturers of playing cards—Congress, Bicycle, Bee's, etc.* Brynlley A. Griffiths, Beech & Park Ave., Norwood 12, Ohio, REdwood 1-0220

Recreation Services, Organizations

Amateur Softball Association. *Official softball rulebook and guide; Balls & Strikes, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.* Byron E. Martin, 11 Hill St., Suite 201, Newark 2, N. J., MArket 3-6375

American Bowling Congress. *Non-profit membership services organization for male tenpin bowlers.* Frank Baker, 1572 E. Capitol Dr., Milwaukee 11, Wis., WO 2-3520

Association of American Playing Card Manufacturers. *Free materials for conducting bridge, canasta, skat, pinochle, gin rummy, set back, and other card tournaments for employees.* John B. Powers, Exec. Secy., 420 Lexington Ave., New York 17, N. Y., MU 5-2472

The Athletic Institute (35) *Visual aids, publications and films for athletics, physical education and recreation.* Theodore P. Bank, Pres., 805 Merchandise Mart, Chicago 54, Ill., WHitehall 4-2680

Bowling Proprietors' Assn. of America; Howard Seehausen, Exec. Dir., Executive Plaza, Park Ridge, Ill., TA 5-5591

Boy Scouts of America; C. M. Tribur, Natl. Dir., Civic Relationships, National Council, Route 1, New Brunswick, N. J., CHarter 9-6000

Golf Tours, Inc. *We arrange and personally supervise golf tournaments for large and small groups. Lessons for industrial groups. Professional golf equipment new and used.* Dave Rosen, 23 W. 35th St., New York 1, N. Y., LO 3-6895

National Association of Amusement Parks, Pools & Beaches. *Publicizing to the industrial recreation managers the outstanding opportunities for holding picnics and outings at Amusement Parks, Kiddie Parks, etc.* John S. Bowman, Exec. Secy., 203 N. Wabash Ave., Chicago 1, Ill., RAndolph 6-1528

National Baseball Congress (43) Raymond Dumont, Pres., Wichita 1, Kans.

National Bowling Council. *Materials and programs for the promotion of bowling in industrial plants, factories and industry in general.* Homer Klene, Hq. Off., 3925 W. 103rd St., Chicago, Ill., PRescott 9-3340

The National Golf Foundation, Inc. (19) *Nation's source of planning and organizing information for the development of all types of golf activities and facilities.* Rex McMorris, Exec. V.P., 804 Merchandise Mart, Chicago 54, Ill., WHitehall 4-3564

National Rifle Association. *Recreational shooting programs—leagues, shoulder-to-shoulder matches, postal matches—with rifle, pistol and shotgun.* J. H. Fauntleroy, Dir., Membership Div., 1600 Rhode Island Ave., N.W., Washington 6, D. C., DIstrict 7-3412

National Sporting Goods Association (33) *Trade association of sporting goods retailers.* G. Marvin Shutt, Exec. Dir., 23 E. Jackson Blvd., Chicago 4, Ill., HArrison 7-8191

OVAC Publishing Company. *Resort Blue Book: Directory of resorts, group meeting resorts, ski lodges and areas, designed for travel agents, sales managers, recreation managers.* Lloyd Saulsbury, 104 Guitar Bldg., Columbia, Mo., GIbson 2-9119

Sporting Arms & Ammunition Mfrs. Institute. *Publications, films for organization and conduct of recreational shooting activities.* Jim Dee, Dir., 250 E. 43rd St., New York 17, N. Y., MU 6-1814

United States Table Tennis Association (49) *Memberships, club and league affiliations, table tennis manuals, instructional books, sanctioning tournaments, information on clubs, rules, etc.* 1031 Jackson St., St. Charles, Mo., RAndolph 4-2791

The World Outdoors, Inc. (6) *Free motion picture films, color and sound; hunting, fishing, travel, adventure.* Fred M. Carley, Pres., P.O. Box 549, Danbury, Conn., PIoneer 8-2726

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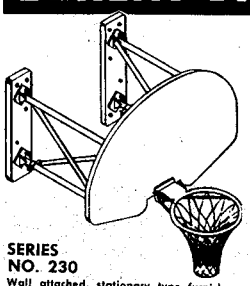
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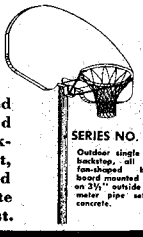


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PANEL I

Activity Ideas for Retirees

CHAIRMAN: Martha L. Daniell, Director of Recreation, Nationwide Insurance, Columbus, Ohio

Summary

An increasing number of companies are becoming concerned about activities for retirees. This interest may be toward direct or indirect motivation of activities in cultural, social, service and physical areas.

We must realize that many of our retirees would not have the financial means, the ability (in many cases), nor the desire to participate in recreation activities unless the company assisted them in long range pre-retirement preparation.

We, as recreation directors, are responsible for helping every employee find the greatest possible fulfillment in leisure activities through the employment years and into retirement. We know that inactivity threatens the mental and physical well-being of any individual. Inactivity is slow suicide. We must constantly attempt to motivate our employees and retirees to meet the challenge of increased leisure time.

In the discussion period, many of the people in the audience besides all of the panel, felt changing locations should never be done hurriedly. One panel member felt we should recommend a retiree should spend a year in a new location before deciding to stay there permanently.

Travel

CAP CARROLL, Supervisor of Employee Activities, Eastman Kodak Co., Rochester, N. Y.

To quote from *Factory* Magazine: "One company we know of that would make good copy for our '50 Plus' column for retired folks, is the Eastman Kodak Co. of Rochester, N. Y. When their employees 'Come of age, the party is just beginning.'

"Not content with pensioning its people and giving them many other benefits, the company has many other planned activities for them including tours. One bus excursion offered their retired employees this year—a 32-day $500 tour to California including transportation, guided tours, admission fees, hotel costs and all gratuities for 108 people. Covering over 8,000 miles and visiting such places as New Orleans, San Francisco and Chicago. It is leisurely paced. Only retired employees and their immediate family qualify," the article continued.

For years, we had been creeping along trying to find another outlet to take care of our retired people. We had been running one day excursions to Niagara Falls, Syracuse China Factory, Corning Glass Works, Hammondsport Wineries and the Thousand Islands, and they were very well received.

Last year we decided to run a five-day excursion to Quebec and see what would happen. The response to this trip was amazing.

Tuesday afternoon the brochures were mailed. We had made arrangements for 80 beds at the Chateau Frontenac in Quebec, 80 at the Sheraton Mount Royal in Montreal, and 80 at the Schine Inn in Messina, N. Y.

The mail arrived at their homes Wednesday morning, and by 2 p.m. the excursion was sold out. We then secured 40 more beds at each hotel and by 10 a.m. Thursday morning these were sold out.

Because of the lack of hotel space in Quebec, we then started a standby list. When we left for Quebec we had to disappoint over 100 of our people.

While on this Canadian trip the talk was such that we decided to offer a 7-day tour to Gettysburg, Lu Ray Caverns, Richmond, the Sky Line Drive, Williamsburg and Washington and the South in the month of October. We carried 120 of our people on this trip.

On both these trips the word California for '61 was the main topic of conversation and so the results are in my opening statement.

This is one of the many trips that are offered our retired and gold card members this year. Others are an 8-day excursion to Canada leaving July 10 for Toronto, Ottawa, Montreal, Quebec and the Eisenhower Dam.

On October 9 we shall again return to Washington, Williamsburg and the South for 7 days. August 18, 79 will leave for 25 days in Europe and May 12, 30 of our retired folks sojourned in Bermuda. About 25 of our retired folk will be on board one of the five scheduled flights that we have arranged for any of our employees to Hawaii.

The trips are so planned that all work and drudgery is taken out of it. Baggage tags are an admitted, necessary nuisance. They are always coming off the bags. To prevent this we designed a plastic baggage tag. On one side showing the traveler's name and address and on the other side the passenger's number and the bus number. The number on the bag is for the use of the bell boys, who after receiving the hotel list which is forwarded to each hotel en route, with chalk write the room num-

ber of each passenger on his or her bag. They then take the travelling bags to their respective rooms.

The hotel room keys are given to each passenger as they leave the bus by the tour conductors, and the passengers then go directly to their rooms thereby eliminating any stop or confusion at the room clerk's desk. In the morning the luggage is picked up in each passenger's room and brought directly to the bus whose number is shown on the tag. The tour conductor checks the number of bags, and if any numbers are missing hunts the missing traveler and their bags.

After every stop either for rest, meals or overnight, each traveler changes his or her seat in a clockwise movement giving them not only an equal opportunity for everyone to ride the front seats, but to get acquainted with new companions on the other side of the aisle.

As each passenger signs up to take the trip, he or she is asked to sign a company release and also a medical card which shows: name, address, phone number, Blue Cross and Blue Shield number, if diabetic or not, home doctor's name, address, phone number and in case of accident or emergency, name and address of a designated friend or relative. This card is carried on the tour by the tour conductor for his information.

The passengers are alerted about luggage insurance, where to purchase money orders and not carry cash, different types of clothing to be worn, where to eat (if special), how and when to question guides, leave a copy of the hotels they will live in and the date they will be there so their friends may write to them on tour and to seek the advice of the tour conductor on all problems.

The tour conductors (one a company representative and one from the travel agency) and the drivers meet every evening to discuss the trip in regards to rest stops, restaurants, places of interest, etc., that will be visited the next day. This information is passed on to all the passengers after they have boarded the buses the next morning.

These trips are offered to our over 5,000 retired and gold card members, because we find that the people who are taking advantage of them are the people who have the means to take these trips but do not have the ways. They are people who want to travel but are reluctant to go by themselves, so when given the opportunity to go on these trips and be with other retired Kodak people for the given lengths of time involved are very happy to do so.

For many reasons other than those already mentioned, we know that these excursions have tremendous appeal for our people. For instance, one of our retired salesman who resides in St. Louis and who has crossed the country 25 or 30 times, journeyed to Rochester to join our California tour. His reason, "I had heard from many people about the fun the retired people were having."

Three other people, residents of Brooklyn, also had heard the word and came to Rochester to join us. Along the way we picked up four additional passengers from Florida. Two met the tour in Birmingham, two in New Orleans.

We feel that when people will inconvenience themselves to this degree to be with us, we are on the right track to successful retired activities planning.

Picnic Checklist

A. H. SPINNER, Supervisor of Employee Activities, Armstrong Cork Co., Lancaster, Pa.

Keep it short. Not more than half day. Don't overlook the importance of advance planning and organization.

Invitation: Personal letter well in advance with return card.

Location: close to town, private, shaded, pavilion available, adequate parking, plenty of seating.

Transportation: chartered bus, private car, special arrangements.

Facilities: hospitality group, nurse, rest rooms, registration and identification, public address system, photographer.

Activities: conversation, cards, quoits, musical group, guessing or similar contests with several small prizes, door prizes.

Refreshments: beer problem.

Dinner: if any talks, keep them brief.

Post mortem: photographic record for both attendees and non-attendees.

Making The Most Of Maturity

FRED FAASSEN, Specialist, Retirement Planning, Zion, Ill.

Why we have an aging problem. Within the last ten years, the whole subject of aging and retirement has emerged as a "problem." Science has extended life, but we have not yet learned how to appreciate these added years.

Aging was never regarded as a problem before this time, but today it seems to be everyone's concern—doctors, sociologists, psychologists, economists, industry, government and older people themselves.

Why has all this happened? Why this sudden interest in older people? Why is aging a problem?

The problem has been related largely by three great changes:

- More older people. The 65 plus group is 4 times as large as it was in 1900, while the population is only twice as large. Population experts anticipate that there will be between 20 to 22 million people in 1975.

Life expectancy today is 68 years. In 1900 it was 48 years.

- From country to city living. Fifty years ago most Americans lived on farms and in rural districts. Homes were large—could accommodate grandparents. Older people had a definite place in the family and community life.

Today Americans work and live mostly in cities. Older people find it harder to fit into family or community life.

- From farming to industry. Fifty years ago we were largely a farming country. We didn't worry about getting too old to work or finding a job. We worked as long as we wanted or were able to.

Today this has all changed. We have become an industrial nation. We live mostly in cities.

Industry is not as kind to older people as farming was—it is harder for older people to find work in industry. We now have compulsory retirement.

Economic aspects for our over-all standards of living. 8% of population is now plus 65. They predict it will be 20-22 million by 1975 or 10% of the population. With over 20 million people over 65 drawing social security and other forms of pension, this could measurably reduce our over-all standard of living if most of them sat around in rocking chairs expecting others to support and entertain them.

Also, if they should organize themselves as a political pressure group, they would present a political power which could lead us into many new and expensive programs.

If we really want to help older people enjoy the benefits of their pensions, we must combat the thought that they are a dependent group.

Progressive business people are beginning to recognize the possibilities in the older group's special needs and are making a pitch for it. Housing for oldsters is now opening up a new field for builders.

Let us not accept the thought that we must simply build more Golden Age Clubs and teach more older people to play pinochle. This is a defeatist approach which simply moves the rocking chair from homes to the clubrooms.

- We must help them make adjustments to retirement.
- We must encourage them to seek new and worthwhile activities after retirement.
- We must expect them to contribute something worthwhile to the economy or to society as a result of their new activity.

Senior citizens have much to contribute:

- They are stable and dependable.
- They have vast experience.
- Many have seasoned judgement.
- They have comparative economic security.
- They have time to devote to certain activities which younger people cannot afford to undertake.

Helping older people into worthwhile and timely retirement activities can mean:

(to government)

- Less dependency.
- Fewer institutions.
- Less government spending.

(to businessmen)

- Lower taxes.
- Increased national productivity.
- A more stable and prosperous society.

Eleanor Roosevelt, who is now 75 years of age, and who is still making a real contribution in many things, has said, "I cannot see the slightest point in giving people more years to live if that means mere existence and not being able to be useful members of society and I think that's the point we need to emphasize—not just to lengthen the years you can stay on earth, but to give you opportunity to make those years useful."

The community should begin to look at the assets of older people rather than just considering them a liability.

When we begin to regard older people as a potential national resource instead of a dependent group, new horizons will unfold. Not many will admit it, but for the most part people don't know how to retire.

The common approaches and attitude toward retirement:

- The Benjamin Franklin approach: The fellow who starts on his 21st birthday to save up and buy annuities to provide for

old age. For many years the problem of old age was thought to be essentially economic.

This is important but old people, like all other persons, want to live.

The personal and social adjustments are very real to older people. There is nothing wrong with the economics of retirement, but it takes more than money to make a successful retirement.

• The "Pat Answer" approach: The fellow who knows just what he is going to do, fish, work around the house, travel, etc. The people who have the "pat answer" generally have not thought the problem through and really don't know just what they plan to do. It's their way of brushing off the subject.

• The "Who Me?" approach: This might be called the ostrich approach. It is generally made by those who refuse to pay homage to Father Time and who will vigorously deny even that they are approaching retirement.

They will tell you all about how energetic and healthy they are and why they will never need to retire. Many of these people wake up only months or weeks away from "R" day and suddenly become very resentful.

• The "Bureaucrat" approach: Their underlying philosophy is this, "I'm getting along now and I must hang on tight till my 65th birthday rolls around." My pension and social security will keep the wolf from the door—I will be very careful—I won't stick my neck out—I will keep my nose clean—I will avoid controversy and criticism—I will avoid making any important decisions, or start any new program which might fizzle out and upset my security.

This particular attitude, which is fairly general in many companies, is creating a serious productivity problem for many companies.

• The "Terrified Drifter" approach: This person views retirement very much like the fellow who finds himself floating down the Niagara River in a canoe with no paddle.

He sits spellbound in terror of approaching events and as time goes on becomes increasingly concerned with his health and general welfare. This type of retiree regards retirement as the beginning of the end or, as one man puts it, "the vestibule to oblivion."

So we have these various characteristic approaches to retirement, ranging all the way from the fellow who over-emphasizes the economic elements to the fellow who over-emphasizes the fear element.

Different as they seem on the surface, these people generally do not take a realistic approach to this increasingly important and challenging phase of life.

They do not recognize that retirement, no matter how much money one has, can be miserable or rewarding, depending on one's willingness to plan and adjust to this time of life. We need to plan for retirement like we did in choosing a career.

Getting older employees to accept the idea of retirement, plan for it and adjust to it will increase productivity, improve morale and create better community and public relations.

We must, in retirement, aim to add life to years—not just years to life. In other words, we must retire to something rather than just from something.

We must carefully consider those pleasant satisfactions we found in work in our leisure activities and find them in retirement.

Retirement areas to be considered: A noted psychologist, Dr. Jack Weinberg, says, "Old age is one period in a person's life, and should get as much attention as the others."

Retirement is entirely an individual matter. Each individual must make his own plans, but in order to make satisfactory adjustment to retirement he must look realistically at various areas of retirement.

There is a great deal of Retirement Planning, but very little preparation.

• ***Health.*** By this I mean two kinds of health; namely, Physical Health and Mental Health.

Physical health can be maintained by proper nutrition and periodic physical exams.

Mental health means adjustment to: physical changes, social changes, personal changes, and economic changes.

We may be well fixed financially but without good physical and mental health retirement cannot be successful.

• ***Financial planning.*** This must be started some years before retirement. It can't be done just in the last few years of one's working days.

Flexibility is important. Changing circumstances may make changes in plans necessary. Set up a retirement budget.

List needs now and after retirement. Most incomes are reduced but retirees have a tax advantage. For investment we must consider: safety, income, appreciation, and hedge against inflation.

We need to diversify investments because no one investment can give you all four.

• ***Meaning of work.*** One of the most important areas to consider in planning for retirement is to consider the pleasant satisfactions you enjoyed in your work such as: friends and associates, feeling of usefulness—(self respect), recognition, creativity, helping others, etc.

These satisfactions vary with different people, but we should aim to find these satisfactions in our retirement activities.

• ***Getting the most out of leisure.*** We must learn to use leisure time in a rewarding and satisfactory way. It is important to get started on leisure activities well in advance of retirement.

People who say, when I retire I will do this, that or the other thing, seldom do it unless they get their feet wet in some activity well in advance of retirement. You just can't suddenly find a lot of new interests overnight.

• ***Increasing retirement income.*** Some may need or want additional income. They must consider their assets. What can they do? Where is there a need for their service? Should they get a job or go into a small business? Do they have hobbies they could turn into businesses?

• ***Family, friends, and living arrangements.*** Family life has greatly changed in the last 50 years. Homes are too small to include grandparents. We must learn how to adjust to new living quarters and how to maintain a circle of friends and make new ones.

• ***Social security.*** Here we bring in a local social security executive.

• ***Where to live when you retire.*** Many people make the serious error of moving to another area without considering the pro's and con's of relocating. Many add up only those things they will gain, such as, climate, living costs, and recreation, but do not think of the things they will leave behind such as their family and friends, nor do they consider how deep their roots are in community life.

There are many miserable people in retirement paradises. Before relocating we should try the community of our choice for at least six months or a year before pulling up stakes.

For the past three years I have conducted Retirement Planning and Preparation courses. About 170 people have participated.

After every course, participants have been asked to comment on the program. Without exception they have answered yes to the question, "Has this course proved helpful to you?"

Here are a few of their comments:

"The course helped me in making me realize the necessity of adequate and timely planning to prevent an unhappy situation."

"A thought provoking course, which has caused us to see our coming retirement and its problems in a more realistic view."

"It has given me many things to think about, between now and retirement. It has shown me the value of planning ahead. Also I received many helpful suggestions from the group."

Relocation

TOM AYERS, Executive Director, Ozark Playgrounds Assn., Joplin, Mo.

Because of living costs in the metropolitan areas, plus the demands created in these cities by population explosions, many of the prospective retirees are seeking relocation.

There are many aspects involved in their decisions for a move to a less populated area, where the demands financially are not as great, from the standpoint of living costs, milder temperatures, recreational activities, business opportunities, their social activities away from the hustle and bustle of the large metropolitan areas.

In 1957, the Ozark Playgrounds Association, which I represent, embarked on a long range program to attract those retired persons seeking relocation, to visit our area in southwest Missouri and northern Arkansas.

As far as I am able to determine, there are only three other areas in the United States that have made such an effort on a similar type program such as ours. These areas are in Arizona, California and Florida.

The organization I represent is a nonprofit, cooperative membership type of association. As such, we owe no allegiance to any one particular area, town or individual. We are therefore, in a position to do an intelligent job of selling the Ozark Playgrounds area as a place to retire, by trying to understand some of the problems of the prospective, relocation retiree.

The first step in our program was the suggestion to each and every chamber of

commerce in our membership area, to appoint within their chamber structure a retirement homeseekers committee. This group should be chosen with great care, and should be composed of diversified representatives.

It was further suggested that retired persons be named on this policy making committee. The purpose of this was to first take an inventory of what each community had to offer the prospective retiree. But of primary importance was that the establishment of such a committee would create within the chamber of commerce itself a feeling of acceptance for those seeking relocation in retirement.

Considering the location of the Playground's area in the central part in the mid-west, we drew a theoretical circle of 600 miles which we considered to be the territory from which we would draw our prospects.

What did we have to sell? We felt in all sincerity that the questions were answered in the following general advantages to retire in the Ozark area.

• Living costs are reasonable. However, we maintain that a retired couple should not move to our area unless they are solvent, and had at least a retirement income of $250 a month.

• The climate in the Ozarks is good, not too hot or not too cold, but most important that we do have four separate seasons.

• Opportunities for recreation are plentiful and inexpensive. Primarily, this Ozark Playgrounds area has been promoted and publicized as a vacation and recreation area for the past forty-one years. The fishing is without peer, and the hunting is excellent.

• We are only a days drive, a few hours by plane from the retired persons former home. We are speaking now, about the area in a 600 mile radius of the Ozarks. This I mention because many retired people become very unhappy on relocation when they are separated too far from their family, friends and loved-ones.

In my opinion industry and business should definitely have some type of an educational program, to prepare people for the possible last major change in their lives, which would include location, cost of living, and mode of living.

This program which should be for a minimum of two years prior to actual retirement, should include the following: A questionnaire, should be filled-out and made available to the persons responsible for this program, furnishing complete information on what the employee thinks he desires following his retirement.

From this questionnaire, it can be ascertained whether or not the employee would seek reemployment, investment in a business venture, the development of a new vocation or hobby. It could be determined if he desired a new location or that possible he preferred to be just plain retired in his present community.

The questionnaire would reveal also his complete financial structure both in capital investments and real property.

With this type of information the personnel director or the recreation director would have a basis for advising and guiding the retired employee. I think that the persons in charge of these programs should have a complete knowledge which would include the availability of schools for new vocation or hobbies.

He should be in a position to furnish authentic information on business ventures or possibly be in a position to at least find the available information. In the matter of relocating in far distance communities and areas he should have available information which might be obtained from areas such as ours. The type of information he needs to know about this important move.

PANEL II

Activity Ideas for Women's Programs

CHAIRMAN: Mary A. Kennelly, Recreation Activities Supervisor, American Telephone & Telegraph Co., New York, N. Y.

New Activities

VELMA M. COBB, Secretary, Bird Club, Bird & Son, Inc., East Walpole, Mass.

Where can we get ideas for new activities to spice up our programs?

• Talk with members. Find out what their hobbies are. Maybe someone is a philatelist and would like to form a stamp club with other employees. Or it might be an art class or a group in learning how to make your own Christmas decorations.

• Notice what people all over the country are doing by reading articles in national magazines. There has been a lot of interest in "physical fitness" and because of the interest of two or three members in Yoga, we organized a class which attracted anywhere from 10 to 30 members one night a week for 10 or 12 weeks. An amusing sidelight was the fact that articles in our company employees magazine attracted the attention of Dun and Bradstreet, the Dartnell Corporation, and National Industrial Conference Board.

• Conferences such as this should start everyone thinking along the line of adding more interested to jaded programs.

An activity doesn't have to appeal to a large group to be worthwhile.

• Members who joined the Yoga class found they enjoyed the annual banquet, the ice skating parties and other activities the club offered.

• Even though the number of people who attend at one time may be small and, in the case of the art class have to be limited, over a number of years many, many people have taken up a very satisfying hobby as the result of the class being organized.

Home Decorating Clinic

LEE HAGUE, Industrial Relations, Safeway Stores, Inc., San Francisco, Calif.

The Dimond Recreation Center of the Oakland Recreation Department recently offered this activity for women that proved to be very successful.

There is every reason to believe that this activity would be a successful addition to your existing employee recreation program.

Under the leadership of Joan Pettit Avila, of the Dimond Recreation Center staff, this home decorating clinic was offered on Tuesday mornings from 10:30 to 12 starting May 2 through May 30, 1961.

The response to the publicity was most enthusiastic. The class was limited to 100 with a waiting list of 50. The average attendance for each session was 85, with women attending from Berkeley, Alameda, San Leandro, and Oakland.

Mrs. Avila has kindly compiled information regarding the organization of this clinic which will be of help to those who would like to organize a similar activity.

Resource: Cooperative Extension Work in Agriculture and Home Economics, this organization serves the women of Alameda County. Advisors will give courses in decorating, home management, dress design, etc. They issue a bulletin written by the University of California Home Economists called "California Living" which is excellent for the homemaker.

Clinic Pre-Planning and Publicity:

• Plan type of clinic desired and the objectives of the course. This clinic was held to provide the women with knowledge of interior decorating that they could apply to improving the beauty of their homes.

• Plan session topics and dates.

• Secure volunteer consultants for the sessions from local furniture, carpet, paint and linoleum stores; private decorators. Contact in person.

• Publicize with flyers, posters, newspaper, etc.

Registration:

• Women were asked to register by telephone. Names were put on a waiting list after the maximum was reached. It is recommended that these clinics have a maximum of 50 or 60 as more can be done with a smaller group.

• It is advisable to assure your volunteer consultants that you will have a group of at least 30 so as to make it worth their valuable time.

Clinic Session:

• Introduction of staff, purposes of clinic, coming sessions. Explanation of furniture periods. Home questionnaire was given to the women with the explanation that they should try to answer the questions now and then try again at the end of the clinic for self-evaluation of what they have learned or gained. Lecture on the suitability of decoration, proportion and scale by an interior decorator; followed by a question period.
• Lecture on color, labeling, and care of textile.
• Lecture on paint and wallpaper, carpets and tiles. It is recommended that these subjects be covered in three separate sessions.
• Lecture on lighting, windows, pictures, mirrors, draperies and accessories.
• Tour of a desirable home furnishings store or interior decorator firm. Prize drawing—four books on home decorating, purchased from the profits of coffee breaks held during the sessions, were given away.

Recommendations:

• Allow two months of preparation time in order to secure volunteer consultants for each session.
• Be sure that consultants are properly briefed on what you want, who is coming to the sessions, and the physical arrangements for the sessions. Be present to help them during their presentation.
• Over-register your clinic by about 5% in order to allow for the normal drop in attendance.
• Make the sessions sociable with a coffee break. Call on the women in the group to serve as hostesses and clean-up.
• It is felt that the sessions should be two hours.

PANEL III

Activity Ideas for Metropolitan Company Recreation Programs

CHAIRMAN: David F. Chapin, Manager, Activities and Services, Equitable Life Assurance Society, New York, N. Y.

Boys Overnight Camping

CAM HASLAM, Recreation Supervisor, The Boeing Company, Seattle, Wash.

A group of our employees felt that many boys were growing up without the opportunity to take part in any camping activity. Also lacking was the chance to have this experience with their father.

This initial feeling gave way to the development of our father and son program, officially called the Boys' Overnight Camping Trip. This program has met with such success that similar trips for fathers and daughters and the entire family are contemplated.

We obtained our organizational site through the U. S. Forest Services, but companies not close to a national forest might utilize local, county or state facilities. We have found the various park agencies to be most cooperative.

Under an organizational category, the Forest Service issued us a special use permit for an area. This became our organizational site to use and develop. It is approximately five acres and contains camp areas, a cook shelter, sanitary facilities, a council (fire) ring and various game areas. Of course, we are not confined to this one area, but the "whole out-of-doors" is for us to use.

Participation in our program is open to Boeing employees and their sons aged 8 through 13. This age level is best to work with. If the employee is a woman, her husband and son may participate. If she has eligible age boys but is widowed or divorced, her son or sons may attend. It is not required (but desirable) that each boy have a father at the camp. We even get some single fellas helping out as proxy dads.

The campsite can effectively be used for organizational camping when not in use by our group. Also local scout groups have used it. They've helped us out by doing minor clean-up and fix-up projects in exchange for the use of the site. A very nice relationship.

Management of the camp program rests with a board of directors made up of past season chairmen. They appoint the working committee each year. This working committee, in turn, appoints all the sub-committee chairmen such as food, program, insurance, etc.

The recreation unit provides professional guidance, facilities aid, financial assistance, reproduction and mailing service for printed matter, and liaison between the committee and the District Forest Ranger.

Cost of the program is $2.25 per person which is matched by the company. This $4.50 per participant covers the entire program.

The camp opens Saturday morning and closes Sunday afternoon. All food, program materials and insurance is covered. Transportation is arranged by each person, though there is a transportation committee to help find rides for those without cars. Each person much provide their own clothing, bedding, and shelter if any is desired.

We have found this to be a very successful program, and one I would endorse for consideration by other employee programs.

Recreation Facilities

ROBERT F. NEAD, Recreation Supervisor, MacGregor Sport Products, Cincinnati, Ohio

Discussion centered on companies in crowded city areas who do not have access to company owned facilities. Although recreation directors have similar problems in most cities, experiences cited below refer to the Cincinnati area in programming sport, social, and cultural activities.

Bowling: Suitable locations no longer a major problem. Many new and superbly equipped establishments have been or are being built. Competition for industrial leagues is keen and well established leagues have no trouble locating accessible facilities.

Softball: Industrial leagues are organized by several sporting goods dealers playing five nights a week. No intramural leagues, but industry can enter one or more teams in various divisions. Cost is currently $90 per team which covers game ball, field permits, trophies, publicity, umpires and secretarial service.

Regular season and tournament winners receive championship trophies. City Recreation Commission supplies fields on a permit basis. Commission also operates a city wide tournament with industrial leagues and "open leagues" eligible to compete. Fee is $15 per team.

Golf: Organized industrial leagues have reserved time on courses owned and operated by the County Park Board. Our time, for 14 teams, is Monday night 4:15 to dark. Only charge is green fees. At the end of the season they allot us a Saturday for a league tournament and furnish a trophy for low gross winner.

Basketball: League play in public school court. Problem of 9:00 p.m. closing time and inadequate heating. One varsity team entered in municipal league playing on a city owned fieldhouse court. Fee of $40 to cover heat, lighting and officials.

Miscellaneous: The City Recreation Commission has available, for industrial use, tennis courts and conducts free tennis classes for groups, archery, miniature golf, bocci and shuffleboard. Not scheduled regularly, but by appointment.

Swimming: The YMCA and YWCA rent their pool facilities for mixed groups. They also conduct gym classes for industrial groups.

For parties, dances, fishing parties, meetings, clubs, etc., the following facilities are used:

Hotel Ballrooms: Used for major social affairs such as spring dances, Valentine dances, Halloween parties and Christmas parties. Rental averages about $275, and costs of food, beer, snacks are high. Require union musicians and charge for any damage to facilities.

Advantages are central locations, good atmosphere and access by common carrier. These facilities are also used for the childrens Christmas party, especially if a stage is available. Rental is the same, but the problem of theater stagehands is avoided when entertainment is involved.

Hotel meeting rooms are also used for such clubs as the 25 Year Club, bridge and gin rummy tournament. Reservations must be made about a year in advance.

Bottling Company Clubrooms: Both of the major cola companies offer free facilities for such organizations as investment clubs, discussion groups and management meetings. They furnish soft drinks without cost, but charge for catering.

Lodge Halls: These are available for smaller groups such as square dance clubs. Costs for rental average about $150. Cost for supplies are roughly one-half of hotel prices.

Picnics and Outings: Major summer picnic at large amusement park with full facilities for rides, refreshments, swimming pool and ball diamonds. Six strips of ride or drink tickets with a value of 50¢ per strip are given at the park to each company member and to each child from one to 15 years of age. A portion of the park pavilion is reserved for exclusive use.

For department picnics and smaller groups only three picnic areas are still available and costs are relatively low. Some fishing lakes rent their lake and picnic area for company fishing parties.

Shows and Choral Group Activities: Usually held in school auditoriums rather than theaters because of costs and union rules. Rehearsals held in dance studio halls where the rental fee per night is nominal.

The professional basketball, baseball, and hockey teams solicit and arrange block ticket sales to industrial groups. With the exception of the Cincinnati Reds, a reduced ticket price is arranged. The local universities also have a group ticket plan for football games but not basketball. These events are easy to manage and invariably successful.

Boat Rides: A party boat is available for cruises on the Ohio River. The capacity is 400 persons and the cruise lasts four hours. The charge is $1.75 per person plus costs for food and refreshment. An industrial group can obtain an exclusive chartered trip.

In metropolitan areas, agencies are available to book orchestras and arrange entertainment. If well established, these agencies can usually secure a superior brand of entertainment, and while additional costs are involved, they can save the director considerable time in seeking out and negotiating entertainment contracts.

Municipal Cooperation

P. J. MC CARTHY, Assistant Director of Recreation, Chicago Park District, Chicago, Ill.

A great deal of success in a recreation program depends on two things:

- The perception and understanding of the person responsible for a valued program.
- The cooperation and interest, or observation, of the industry involved.

Having established the lines of operation in determining the scope of responsibility, the recreation director should be able to sense the type of promotion needed and to promote it accordingly.

He should be aware of his community location; the facilities available within and without his local area; the type activities of employees, active or passive; the trend of the employees, social, cultural and physical; and try to blend the interests of all towards a contented and interested atmosphere; not to be content with two or three sport activities, but to create a general recreation program available to all.

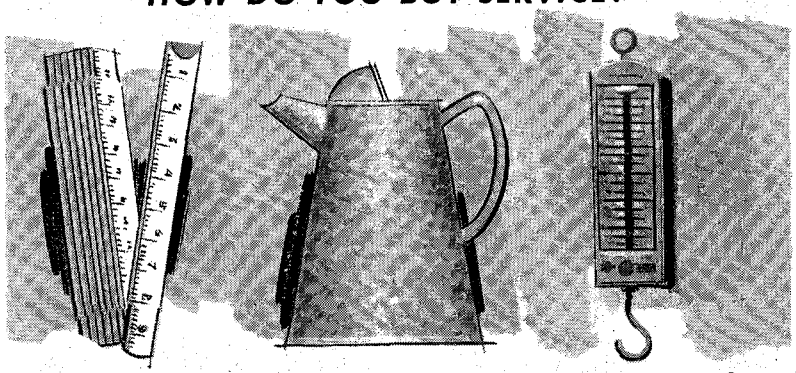
This cannot be done unless the interest and cooperation of the employers are extended through finance, authority, intense interest of welfare, and the proper provision of facilities.

The Chicago Park District plays a unique part in cooperation with industry in the Middle West, furnishing all facilities free and for the benefit of all residents in Chicago.

In most cases through consultation with the recreation director, ideas are contributed to industry not only in the proper use of facilities, but in the creation of new programs. Facilities of the Chicago Park District are of such volume and size that it would be facetious of me, as their representative, to endeavor to advise men in recreation of other areas in the United States when their methods of operation in most cases are so different to their type of promotion. Therefore, I am furnishing brochures on our recreational, social, cultural, and physical activities. Industries gain the most benefit when the recreation director

IN ATHLETIC EQUIPMENT,

HOW DO YOU BUY SERVICE?



BY THE INCH — QUART — OR POUND?

Service is that intangible quality in purchasing that can make a "good buy", a "bad buy".

In purchasing athletic equipment, you may frequently be offered equipment at surprisingly low prices.

When considering bids and purchases, take just a moment to consider that important word **service.**

What happens if the equipment isn't up to par, or goes bad? Will delivery be on time?

There's one way to eliminate this worry—buy from your specialist in sports.

NSGA IT PAYS TO PLAY

BUY WHERE YOU SEE THIS SIGN OF THE NSGA MEMBER

NATIONAL SPORTING GOODS ASSOCIATION

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5128 W. NORTH AVE. CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

has the acumen to consult with the Chicago Park District authorities on recreation, and to blend their activities to fit their own local situation.

Service Activities

DAVID F. CHAPIN, Manager, Activities and Services, Equitable Life Assurance Society, New York, N. Y.

Many of us today, both in large and small companies, think of our activities program as being a combination of athletic and social activities for the enjoyment of our fellow employees.

There is an additional area where we can be of assistance both to management and to employees. This area which we often overlook might be categorized as a service area. It can be a most important part of our program—one where employees can play a major role. It includes such things as blood banks, charity drives, credit unions, Junior Achievement, "People-to-People" programs, and various charity or social volunteer work.

Participants may be brought into this area of your program who are not interested in the social or athletic activities. Employees may be used to establish company policy on different projects.

We did this in the review of our company policy on employee solicitation for charity organizations. We asked a group of employees to study our current practice and those of other metropolitan companies. Prior to this study we had 10 or 11 different drives each year, many of which were for organizations that solicited employees at their homes or elsewhere.

After a complete study, the committee recommended one joint campaign each year solely for the Greater New York Fund (the local community chest type organization) and the American Red Cross. A limited payroll deduction period (four paydays) was also recommended as an optional method of contributing.

The committee's recommendations were adopted and this group conducted the first campaign. It was extremely successful. This year the campaign is being conducted for the third year and it is expected to top all past records. Last year there was an 80% participation by employees, the goal this year is 100%.

Most large companies today have an employee blood bank. If it is not part of your activity program, it should be. You have the organization know-how and experience to program successfully such an activity.

Our bank is conducted through the American Red Cross, and we have a drive on the premises twice a year collecting a total of about 500 pints of blood. One-third of the blood goes to the Red Cross and the balance is distributed to the employees and immediate family as needed.

The employee credit union is an excellent activity and one for bringing into your program the more mature employees from middle and upper management. This is a big business and affords excellent experience for those employees on its Board of Directors, its supervisory and its credit committees.

We all have hobby and "interest type" classes for employees. Recently we had an interior decorating class sponsored by a furniture distributor who brought in a professional decorator to conduct a series of three classes. There was no effort to sell the furniture, house or merchandise—a real "soft sell" which did more good than they will ever realize.

Our challenge in the future is to be constantly searching for programs which will meet the likes and desires of our employees, both of an athletic and social nature and of a service nature.

Our programs should be for the young and old, for male and female, and for employees in all strata of our organizations. Keeping such a program on a current basis is what makes our job interesting and truly challenging.

PANEL IV

Activity Ideas for Small Company Recreation Programs

CHAIRMAN: Arthur L. Conrad, Public Relations Manager, Flick-Reedy Corp., Bensenville, Ill.

Summary

ARTHUR L. CONRAD, Public Relations Manager, Flick-Reedy Corp., Bensenville, Ill.

JAMES LEE, Activities Director, Indiana Farm Bureau Cooperative Assn., Inc., Indianapolis, Ind. Attempt to draw in more people through sports contests and use of cash prizes. Indiana Farm Bureau uses betting pools for prizes in college football, baseball, basketball, the 500 mile race, and other special events.

MARY J. BEST, Recreation Director, Distillation Products Industries, Rochester, N. Y. Described employee services and the the employee store, cards, ribbons, stationery, etc. A good description of the lending library, by the use of the regular library which furnished the books, some 500 at a time.

FRED A WILSON, Coordinator of Employee Activities, Scovill Mfg. Co., Waterbury, Conn. Made an excellent presentation on the handling of retiring folks, preparing them to retire. Made the point that these folks are easily entertained; they don't ask much, just to get with people again; travel logs, the story of a trip. They bring them back about once a month, 11 a.m. to 4 p.m. Warned to be careful on the lists, keep them accurate, watch for those who can no longer get around, don't keep asking them to come out.

KENNETH J. LEONARD, Activities Supervisor, Salt River Project Emp. Rec. Assn., Phoenix, Ariz. Hit a new one with a models club, use of Revlon, Avon and others on hairdos, some 50 gals in the class. Then moved the program for wives, provided baby sitters for them so they would be able to attend.

Color Slide Club

ROBERT E. MOSS, Director of Industrial Recreation, AVCO Corp., R.A.D., Wilmington, Mass.

I suppose that we have all, at one time or another, faced this situation: to find and develop an activity that will appeal to the greatest number of employees without materially affecting the rest of the program financially or operationally.

At Avco RAD one such activity was proposed. To be frank, I did not give it much chance of success at its inception, but certainly wanted to try it out. I am happy to admit I was very wrong. This activity is our Color Slide Club. Approximately twice each month all year long our 250 seat auditorium is packed for the club shows at 11:30 a.m. and 12:15 p.m. SRO is the rule.

The format is simple and almost foolproof. Like you, we have a great many people who enjoy taking color slides of places and people. Each meeting of the club features a different member's slides. The only ruling maintained is that the slides used in each showing must have a theme and continuity. Naturally, most of these shows deal with places the employee has traveled on vacations, in the service, etc. I daresay that through this medium I have been around the world several times.

As to arrangements, Avco RAD provides the auditorium, projector and operator. The individual employee narrates the showings. Membership in the club is open to any employee with slides to show and attendance at the shows benefits everyone. We have also found that this club serves as the nucleous for various other facets of photography; i.e., photo contests, exhibits, etc. I can truthfully claim that this club is one of our most widely acclaimed activities and shows no sign of a let up. Perhaps it can be for you too.



Helping To Build Physical Education and Recreation



The Athletic Institute's 16mm motion pictures, listed here, are seen annually by more than 30 million people. These films are busy at work promoting and helping to organize sports and recreation on large community levels. You, too, can put these films to work to increase participation in your locality. Ideally suited for school programs, club meetings, and leadership training.

CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

Shows the tremendous need for recreation today and the rapidly increasing demand for trained recreators. Takes you out in the field to show what a young recreator's life is like—his duties, responsibilities, activities.

$1,000 FOR RECREATION

Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how service clubs and other community groups can help.

EVALUATING PHYSICAL ABILITIES

This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

LEADERS FOR LEISURE

Here's a dynamic film that stresses the importance and need for professionally trained leaders to insure the success of a community program. It's a story that every citizen should hear and see.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

THEY GROW UP SO FAST

Illustrates the benefits of a total program of physical education in our elementary and secondary schools. Designed to encourage school administrators, parents, and civic groups to either initiate or expand their local programs.

THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

For additional information on film contents, rental and purchase, write directly to:

The Athletic Institute, Merchandise Mart Room 805 Chicago 54, Illinois

PANEL V

Purchasing Practices

CHAIRMAN: Thomas G. Croft, Chief of Employee Service, General Dynamics/Fort Worth, Fort Worth, Texas

Summary

Methods:

• Personally or by mail (local vs interstate): members of panel agreed that they all made local purchases where possible; otherwise order by mail to retailer, or where possible bought directly from the manufacturer. Some manufacturers sell only to retailers, however.

• Assistance available from NIRA: exhibitors at NIRA Conference, advertisements in R/M, NIRA Newsletter, Idea Clinic, and either a letter or a telephone call to the NIRA office in Chicago for quick reference or information.

• Use of company's purchasing department vs recreation director doing his own purchasing: both methods used. A lot of small recreation programs and some large ones use, or are required to use, the company's purchasing department.

Materials Purchased: Made note of the large market for playground equipment, bleachers, picnic tables and grills, building materials, furnishings for clubhouses, special room equipment such as health, camera, radio, etc.

Problems: Purchase of domestic vs foreign products: had a very interesting discussion on this problem. Of course, manufacturers have some very explicit ideas on the subject regarding better quality of domestic products, the cost of American labor, protective tariffs, etc. Some companies buy a lot of "Made in Japan" products because of the price.

Planning: Planning one's needs in regard to purchasing is the most important factor. Be sure you know where the interest lies before you plan your purchasing. Don't buy stuff just because you used it last year. Talk to the participants in each activity to get a good idea on what is needed and what is wanted.

Sales to Employees:

• Golf balls, travel, etc.: many of pros and cons on selling personal athletic and hobby equipment. Almost everyone in favor of selling travel.

• Discounts: many felt that getting discounts for employees is a most important function of recreation association. Many felt that discount purchasing should not be done—not the purpose of a recreation program.

Payola: Best discussion we had. Some cannot accept anything. Others saw nothing wrong with it: like an extra jacket or a steak dinner or a free seat on a trip to Europe. One manufacturer's position was that discount given to his customers didn't leave room for payola and he was opposed to it, anyway.

Conclusions: We were all a little startled at the great interest in the subject matter and concluded that we needed more time for discussion.

Cutting Costs

LEWIS J. FITZGERALD, Recreation Director, GMC Truck & Coach Div., Pontiac, Mich.

Purchasing is one of the most important and challenging aspects of the Recreation Director's job. If you don't believe its importance, check your total for purchase orders written last year. You'll find, as I did, that the total amounts to a whopping percentage of your budget.

This past year most of us have felt the pinch from upstairs. There are few recreation budgets that haven't been trimmed or at least held from further expansion. Perhaps my remarks are not hitting home with all of you, since I realize many programs are run strictly through vending commissions and are not so subject to management's "trimming eye."

Our budget, up to this month, has been determined by management, based on the employment figures. The entire program has been financed by the company. We are now in the process of going to a vending commission supported program.

In an all-out attempt to trim waste from our Division's operation, top management has given our recreation department a vote of confidence by not trimming, but only requesting we do whatever is practical in keeping our expenses down. This has been a challenge in the face of the steadily decreasing value of the "buck." One of the best places to concentrate our effort was on our purchasing practices.

We have done nothing revolutionary. The usual business-like methods our wives use to run the household are a good guide to follow:

Shop around: Don't buy next door to the plant just because its convenient. And don't buy the first item that comes along. You are paid for your time, don't give the company's money away to some high pressure salesman. He can make time for you and profit for himself no matter what he says about selling out of a particular item, and his "special price for today only" can often be taken with a grain of salt.

A savings can usually be realized when buying in quantity: Often there are items which aren't used in quantity in a given year. Rather than pay a high price for such items, why not buy a few years' supply and get a quantity discount?

Two incidents which came up at our company just last month serve to emphasize my next two points—*buy good quality merchandise*, and, *be aware of the price you are paying for goods.*

Buying good quality merchandise is a fine way to save money. We found that we got just what we paid for this spring when we bought 20 dozen softballs of a lower quality than we had used during the past two seasons. The balls were made by the same manufacturer, whom I will not embarass, but the cheaper ball sold for $4 less per dozen. This looked like a way to save $80 on our softball budget.

Not so, however, as the ball players began bringing the balls back to our office with the stitches broken, the covers nearly off and, in general, more like a pumpkin than a softball. We took 15 dozen balls back and exchanged them for the more expensive balls we had used previously. In the meantime, our employes were grumbling about the "cheap" balls, and we had to replace the ones they had ruined.

We have also been stuck in the past with "seconds." They sound cheap and they go over in just the same way with employes—cheap. We feel that equipment our recreation program provides our employes should be of the finest quality. We would rather lack in quantity than quality.

I was rather shocked when I started shopping for 48" target faces for our archery leagues when I found the price was $13 per dozen. Especially when I needed 20 dozen. That's $260, and a lot of money when you consider our total expenditure for archery last year was just under $400.

Many of us become lax in our ordering and give our sporting goods supplier a blanket order for spring and fall without actually getting a price. No offense to anyone, but do you know what you paid for your last order of equipment?

Something like our archery target face problem above brings up another phase of purchasing—*ingenuity and analysis of your problem.* By knowing prices, quantities utilized and the activity in question, a wide-awake recreation director can save money in one area, thereby making possible expansion in another area—without increasing the overall expense of the Recreation plan.

A simple example of planning is the solution to our target problem. This is not meant in a bragging sense, but rather in the form of a confession, for had we taken the time to analyze prices, quantities and the overall archery picture, we could have saved money during the past several years.

What we did was simple; first, we looked at the problem—20 dozen targets being used for four leagues, shooting once a week for four months. We found that 20 dozen was an enormous amount of targets to be used for only about 65 archers a week.

The reason? After each league shot, the targets were discarded instead of saved.

The solution? We purchased "toughenized" plastic coated target faces and had our maintenance department put canvas shields over the targets and butts to protect them when not in use. The better targets cost only $2 more per dozen (after some bartering), and they are used (same targets) for 8 shoots instead of one.

Briefly our purchasing procedure for the GMC Recreation Department is as follows: The Recreation Director, or Supervisor of Personnel Services, does the actual contacting of vendors on items which can be purchased locally.

The next step is to write up a purchase order, which is sent to the purchasing department, which, in turn, puts through the paper work, requesting an invoice from the supplier we have contacted.

This is a "confirming order" and, in most cases, we would already have taken delivery of the merchandise. Each purchase request must be given an "OK" by the Personnel Director.

On orders of goods which cannot be purchased from a local supplier, we deal directly with the manufacturer. We have found the service to be good and the prices lower. We always try to buy from a local source, but not if prices aren't competitive.

Purchasing Policy

DANIEL H. ZIEVERINK, Supervisor, Employee Services, General Electric Co., Cincinnati, Ohio

Purchasing magazine states that purchasing is "buying materials of the right quality, in the right quantity, at the right time, at the right price, from the right source."

The *Thomas Register of American Manufacturers* is an excellent source for obtaining contacts of firms who manufacture the material you may be seeking. In checking this register, I found out that there were three manufacturers of softballs in my local area. The register also provides a rating on these firms based on the volume of business they do.

Some firms may not sell direct, therefore you should get this information from them. From a service viewpoint, it does not seem fair to request your sporting goods dealer to deliver you small quantities of items you need for these emergencies and when you issue a large order you deal direct with the manufacturer instead of asking for quotes from your local sporting goods dealers.

I believe it is good community relations to do business with local firms as much as possible. It cuts cost on phone calls, shipping expenses, and in the event problems occur, they can be settled in a more efficient manner.

In order to be fair with yourself and suppliers, you should obtain at least three bids on competitive items involving an order to be placed in excess of $100.

Many times when there is doubt in your mind as to the quality of an item, such as a softball or an outdoor grill, it is wise to obtain one item of each manufacturer and put these through a servicing test.

The secret to good purchasing is building a list of contacts who can supply you with your program needs. I am sure that NIRA Executive Headquarters can give you some excellent reference material on this. Also, consideration should be given to those who exhibit at our conference, belong to our organization and advertise in RECREATION MANAGEMENT magazine.

PANEL VI

Experiences in Company Travel

CHAIRMAN: H. B. Aitken, Recreation Director, General Electric Co., Nela Park, Cleveland, Ohio

The European Package

B. M. KOZMAN, Activities Manager, Thompson Ramo Wooldridge, Inc., Cleveland, Ohio

The agent handling the "Package": Be sure that he knows the itinerary exceedingly well; that the trip is not too long for the time alloted; that he is responsible and bears a spotless reputation.

The tour conductor or courier: Be sure that he has been over the ground to be covered and that he is well acquainted with the transportation, hotel and restaurant people in the cities to be visited, and that his English is readily understandable.

Transportation:

- Rail: Have a complete understanding regarding 1st, 2nd or 3rd class travel and then be sure your agent spells out the type of accommodation for which you contract.
- Bus: Type of bus or busses you are to use. Number of seats, how baggage is taken care of, air-conditioned (?), whether the driver has been over the route, rest stops, and above all, a reasonable mileage to be covered each day.
- Air: Know the class of transportation and whether or not meals are included.
- Boat: Same as air.

Hotels: Whether deluxe, 1st, 2nd, or 3rd class. How rooms are equipped. Definite understanding as to rooms with bath. Number of public baths on each floor. Above all, do not advertise name of hotel in each city in preliminary itinerary. Name hotels only after reservations have been confirmed, do not permit a change, if necessary have deposit covering rooms to be held.

Sightseeing: Thorough understanding of points to be covered as shown in the itinerary. See that lecturer does not deviate from the itinerary. No blind stops for shopping purposes where driver may be in collusion with shopkeeper or vendor.

Transfers: See that all necessary transfers are included and type of equipment to be used.

Meals: Spell out the meals to be provided and where, also show where certain meals are not included.

Tips: State definitely what tips are included and what tips are to be provided by the passengers and customary amount for each type of service: meals, maids, bus drivers, lecturers, etc.

Special features: List them and whether or not the cost of the trip includes them.

Local Trips

ELEANOR TURNS, Activities Director, Nationwide Insurance, Harrisburg, Pa.

In September 1956 a club, known as the "GALA-VANTERS", was organized in our Harrisburg, Pa., office. The purpose of the club, as the name would indicate, was to further employees' interest in the enjoyment of travel.

We have found the club meets a definite need of our employees. Membership is open to both male and female employees, but very few men go on the trips or attend meetings. Of the 400 people employed in our office, 35% are single girls. In fact, at our recent Service Award Luncheon, 38% of those in attendance, with 10 years or more service, were single women. This is the group that supports our club.

One thing that helps to make this type club a success is geographical location. We are very centrally located and, for the most part, within five hours' driving time from many places of interest. We are two hours from Philadelphia, over Pennsylvania Turnpike, four hours from New York City and Atlantic City and three hours from Washington, D.C. I realize that many of you are not so situated but, undoubtedly, if you looked around you would find many places of interest in your own back yard.

One tour which proved very interesting was taken to Lancaster, Pa., just 36 miles from Harrisburg. A guide boarded the bus and for three hours we toured the Amish and Pennsylvania Dutch Country. Here we saw men, women and children, garbed in a style that has remained the same for 300 years. This trip was actually the highlight of our 1958 summer tours. You can see, it isn't the distance travelled that counts: it's planning trips which are well-rounded and which will encourage employ-

ees to gala-vant.

At the present time we are planning a weekend trip to Williamsburg, Va. This is only our second weekend trip—the first was to New York City in December 1960. We left Harrisburg Saturday morning and returned Sunday evening. Actually, two buses were chartered, one returned Saturday night for those who didn't care to spend the weekend. All plans were made through a travel agency in New York. Package included tickets to a matinee performance, dinner and night club tour, Radio City Christmas Show and dinner before returning Sunday evening.

Since there is more money involved for weekend trips (our one-day trips cost employees from $2 to $7) we have set up a system of payment by requesting a down-payment, with balance becoming due at monthly intervals—last payment due one month before date of trip. This seems to take away some of the shock on the pocketbook.

One big advantage of group travel is, of course, the savings which can be enjoyed. As an example—cost for our employees for round trip fare to New York City, traveling as a GALA-VANTER, is $5—commercial bus fare is $11.98—train fare $18.46. This savings, in addition to all the fun to be had with a bus full of congenial people (in most cases).

A problem we have encountered from time to time is that some people just can't seem to make up their mind if they really want to take a trip. They will give a verbal reservation, but when the time comes to put out the cash, they decide the trip is not for them. To counteract this, we have made it a ruling that a 50% deposit must be paid on day trips at time of reservation. This system seems to work very well.

As I mentioned before, our day trips, to the present time, have been within our State of Pennsylvania, or bordering States. But even with this limited travel, we have added up some miles. Upon checking with the local bus company, from which we charter our buses, I learned that in the five years our club has been organized, we have traveled in excess of 8,000 miles—all one-day trips with the exception of the weekend in New York.

For the most part, arrangements are made by our office for day trips. If tickets are desired for a matinee performance in New York or Philadelphia, we make direct contact with the theatre box office.

In addition to trips, our GALA-VANTERS meet the second Tuesday of each month to "travel by arm chair". I would estimate that during the past five years we have traveled around the world several times. This type program is very easy to handle. Many people in a community are very willing to relive their trip by sharing slides or films with a travel club. A good source for securing speakers is the local newspaper; usually under club meeting news.

We have found this particular activity to be one of our most popular ones. Popular, because most people like to travel. With a program such as we have it is possible for a large group of people to travel at a minimum cost.

Many of our employees, because of financial reasons or lack of companionship, would never have experienced the thrill and education that has been accomplished as a result of our tours. Regardless of the size of your company, this program will work and will be beneficial to your employees.

The Airline's Role

ROBERT J. BENN, Recreation Director, Grumman Aircraft & Engineering Corp., Bethpage, N. Y.

It's been my experience that the airlines play a very important part, particularly if you are planning a travel program to Europe or Hawaii.

There are two ways of going about getting a charter. One is for the recreation director to contact the carrier directly and the other way is for the travel agency to contact the airline.

In the last few years with charter groups being so popular the supply was tight and it was difficult to get a plane. In 1960, I went directly to the carriers, starting with those airlines who were associate members of the NIRA, and drew a blank.

The travel agency then went to work to try and get a plane and soon came up with a firm committment from an IATA carrier. At that point I was very happy to sign the air charter agreement.

The most important advantage a charter has over going by scheduled airline is of course the price. The charter price to London is around $250. as opposed to the economy class price of $486. Another advantage is that the service on many charter flights is first class—hot meals, cocktails, champagne, etc. Another big advantage is the comradeship that develops as a result of everyone on the plane being from the same company.

The contract between the chartering group and the carrier is a complete and comprehensive document. In reading through the various articles included in the contract one might very easily get the impression that it is fairly one-sided. The carrier is covered for everything with the possible exception of not showing up. However, I am sure you will find that most carriers are very co-operative.

The schedule of payments for the plane very according to the carrier. Some carriers set the final payment 60 days prior to departure while others set the final payment 90 days prior to flight time. I would suggest that you try for the 60 day deadline. The 30 day difference can play a very important part in filling the plane and going, or having to cancel out because of insufficient numbers.

There is also a schedule of penalties for the charterer cancelling the flight. For canceling more than 120 days prior to departure time 10%, from 119 to 60 days—25%, from 59 to 4 days 50% and after 72 hours prior to departure time 100%. I know of no case where the penalty was assessed if the group cancelled out before the final payment was due. This is a point which should be discussed with the carrier that you are planning on using.

As mentioned above the service on many charter flights is first class. Again the recreation director should have a meeting with the carrier and find out what service to expect on the flight. It is important to know how many stewardesses will be on the flight, if hot meals will be served, what type beverages will be supplied, will baby food be available if you have need of it and also if special food could be had for those who need it.

The matter of commissions should be of little importance to you. There is a set fee of 5% which the carrier pays to the travel agent handling the tour. This 5% does not increase nor decrease your charter price whether you obtain the plane yourself or the travel agent gets the plane for you.

The Travel Agent's Role

C. S. HOYT, Manager, Employee Services, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

How we select an agent. We have found that there are nearly as many kinds of Travel agents as there are agents. First, can we use the international type or the city's leading tour planner—or should we consider the necessity for economy and select an economy tour specialist?

My experience is that the first two suggestions are apt to price a European tour out of the practical range for office girls and factory personnel. We, therefore, must concentrate on the specialist who doesn't have too much overhead, but can buy sections of what we want from other operators.

How many bids should be received? This question is often easy to answer on the basis of how many agents are trying for your proposed business. We have found that each of three or four has some special leaning for a particular phase of the group travel program, and therefore to get the best deal, we should have a variety of bids, probably three or four to compare and evaluate before closing the agreement.

Should we sign contracts with the agents? We never have, but in considering five operations of the past years we feel more strongly in favor of a contract, or at least a well spelled out agreement in writing to eliminate misunderstanding as the plans unfold and many details arise to be handled. For the sake of discussion, therefore, I will throw out the principle that a contract would be a good thing.

What do we expect from an agent as far as promotion, etc. is concerned? This question could raise a lot of discussion. We would have had a different answer in each of the last five years of industrial trip plans. If it is a trip to the Rose Bowl, we need a hotel and tickets to the game—no promotion. If it is a trip to Hawaii, Mexico or Alaska, it is a thorough picture of what can be seen on such a tour to really arouse interest.

Brochures have been considered very essential in some of our promotions, but how much can he sell a trip from a brochure. This year I have felt that general publicity was more important to arouse interest than a brochure to explain to the interested employee what to do after deciding to go.

I now feel that pictures and clever write up of advertising copy is what we need early in the year. This can then be followed by detailed itineraries with hotels named and described and all side trips spelled out.

We further need some protection against third party agents and carriers constantly selling extras that throw you off the quoted price and raise complaints as to the price of

extras. If we all had handled building contractors we would know that the quoted price is competitive, but that any deviations or specials are liable to come pretty high.

One thing for certain is that we must do the selling of any tour or even a chartered flight. The agent, in general, cannot help much in this selling operation—so let's end our talk by saying the agent should give us sales aids and a flexibility of planning within an economical price considering deviations as possible extras. The quoted price, I believe, must be determined by the tour operators after quotations are received.

Promoting A Trip

JOAN REID, Personnel Activities Assistant, New Jersey Bell Telephone Co., Newark, N. J.

Our trips are sponsored by the Employees Activities Club, a group of women employees located in the downtown section of Newark who represent the various departments in the company. They meet on a monthly basis and all requests for various activities are routed through this group.

The following steps have been used in promoting the trips:

- An annual interest questionnaire is circulated to all employees asking them what kind of trips they are interested in taking.
- Employees submit written requests to the Club to sponsor trips to certain places.
- Notices are put in the monthly house organ which is mailed to each employee's (working or retired) home advising that a trip is being planned. If they are interested in going or would care to serve on a planning committee, they are asked to get in touch with the sponsoring group.
- Notices in the "Employee News," a semimonthly publication to each of our six divisions in the state. This is distributed to all employees at their work locations.
- Flyer of trip with proposed itinerary and reservation coupon attached distributed to every employee at his work locations. These flyers are printed by the travel
- Noontime movies of places to be visited on the trip. Each employee receives a flyer notifying him of the movie (which is prior to the program.

obtained from the travel agent) and a large poster is placed in the main lobby agent and distributed by the company.

- Division bulletins are distributed to each employee at his work location. These are bulletins which are printed as the need arises and sent to specific divisions.
- Story and pictures of trip in the house organ and the Employees Activities Club publication (printed every other month) after the trip is over.
- Word of mouth—very important. Members of previous trips are the most enthusiastic press agents for new trips.

Since there are no restrictions for domestic flights the plane may be filled with invited relatives and friends as well as employees. We always sponsor trips to places requested assuring us of enough interest to warrant such a trip.

PANEL VII

Operating Policies for Industrial Recreation Parks and Centers

CHAIRMAN: Harry Clark, General Supervisor, Personnel Activities, Nortronics, E. S. & E., Northrop Corp., Hawthorne, Calif.

Reservations

DALE SHAFFER, Employee Relations Director, Delco-Remy Div., GMC, Anderson, Ind.

We have a 214 acre recreational and picnic area for our employees and their families. Last year 162,483 men, women and children used our facilities.

Below is the data included on the employee application form which he must submit to make a reservation at our Killbuck Park Lodge:

In consideration of privilege granted for use of Killbuck Lodge, the applicant(s) assume(s) the responsibility for adherence to the general park rules as well as the requirements checked below and agree to indemnify Delco-Remy Welfare Association for any loss or damage incurred through negligence or misconduct of any member of the group. Applicant(s) understands that the Association cannot be responsible for accidents to or lost personal belongings of the participants.

1. Group must consist of 30 or more persons.
2. No hard liquor, please.
3. Please do not burn trash or cook in fireplace. Place trash in provided containers.
4. For the sake of appearance and safety, please use ash trays when putting out lighted cigarettes and cigars.
5. Please do not readjust the thermostats. They are set and synchronized and any change could cause a serious fire.
6. Please park in parking area only.
7. No reservations will be taken for Sundays or holidays.
8. A clean-up committee consisting of at least 4 members will be responsible for seeing that the Lodge and grounds are cleaned up before leaving the premises. Names of committee:
9. Be sure lights, electric stove, disposal unit, etc., have been turned off and all doors locked.

Firewood and kindling will be furnished by the park. Please do not molest the trees.

If anything is needed while at lodge, please contact Earl Melcher at the park residence or phone 3-1931.

Signature(s) of applicant(s):_____.
Superintendent or section head approval:
Employee relations section approval:_____.

Rules and Regulations

LEE CORBIN, Manager, Recreation Center, Aerojet-General Corp., Sacramento, Calif.

We have just completed an intensive analysis of rules and regulations needed for our recreation center. Ideally, no posted policies are needed and we are in hopes that our slogan "Treat your recreation center as you would your home" will eventually suffice for all situations.

Realistically, however, certain areas need controls or limits to act as guidelines for participants who might unknowingly commit acts not in the best interests of our program. Realizing this, we have devised rules and regulations by area based upon:

- Common sense safety practices
- Protection of the facility
- Restrictions imposed by the nature of our organization

Over-all governing policies are posted at the entrance to the area in the entrance to the main building:

- "Members only", meaning Aerojet personnel or their dependents. Guests accompanied by members are also allowed.
- "Children under 16 must be accompanied by an adult". We prefer not to be "babysitters."
- No alcoholic beverages in the building, on the patio, or on the softball diamonds.
- Report accidents to staff member on duty.

Specific policies are posted in the area to be controlled:

- Picnic area: Park in designated lots only. No "hard" liquor, please. Leave no "litter" in area.
- Tennis courts: Tennis shoes only. Reservations may be made in office.
- Equipment check-out room: Parents must check-out equipment for children under 16. Persons over 16 must present "W & R" card for equipment.
- Gymnasium: No street shoes on gym floor, please.
- Swimming pool: General rules: All persons must shower before entering pool. Bathing caps must be worn by all women entering pool. Eating and drinking only in designated area. Pool area: No life-jackets or other forms of artificial support. No running on pool deck. No "horseplay" in pool area. (on guardstand) Diving from boards only beyond this point.

The most important aspect to consider in the establishment of policies (rules and regulations) is the tenor in which they are presented. What we are after is a feeling of

pride in our facilities that will preclude the necessity for stringent regulatory measures.

Therefore, we would prefer no posted policies; but, experience tells us that reliance upon a posted rule or regulation is sometimes necessary to get the point across. Sounds contradictory, doesn't it? What it amounts to is:

- Establish no more rules than absolutely necessary.
- Advise widely those that you do establish.
- Adhere "to the letter" to the policies established.

Case History

PAUL C. HARRISON, Recreation Director, Ansco, Div. of Gen. Aniline & Film Corp., Binghampton, N. Y.

Ansco-Ozalid Park is maintained for approximately 4,000 Ansco employees and 2,000 Ozalid employees. Ansco and Ozalid, located in adjoining communities are both divisions of General Aniline & Film Corporation.

In 1938, Ansco purchased a tract of land consisting of 176 acres in the town of Windsor, N. Y., about 12 miles from the Ansco Plant in Binghamton.

The lake on this property was really a pond with a crude dam to provide a fishing area for the original owner. After removing tree stumps and rebuilding the dam, Ansco created a lake of some 13 acres which it now maintains.

This lake has about 300 feet of beach with some 900 tons of imported white Jersey sand. (It is an interesting note that in late fall the Park Superintendent sprays the sand to freeze it in place, against loss by winter winds).

There is a very complete pier with several heights of springboards, and a large float . . . the swimming area is marked with guard ropes, and buoys at different depths. There is a large slide for small children, and swings at the far end of the beach area.

Admittance to the park is by employee pass or a Lake Admittance Card which is issued yearly for family use. This card is not transferrable. We permit 10 guests free for each employee, with a small fee of 50¢ for each additional guest. Our yearly attendance over the season runs as high as 80,000.

The annual Ansco Family Picnic attracts up to 6,000 for the one Sunday . . . with games, races, pony rides, etc. We supply milk, soda, and ice cream without charge, plus prizes for all different age groups participating in the various events.

The Ozalid Family Picnic has about 1,400 in attendance.

The present staff at the lake consists of a superintendent and three full time employees for all maintenance work such as painting buildings, boats, and building new picnic areas, etc. In the summer season there are six life guards who also assist with maintenance when there is not much traffic at the lake. Our operating cost is about $50,000 per year.

The clubhouse, built on the style of Mount Vernon, has a large fireplace and a kitchen with sufficient equipment to feed 250 tables or up to 400 served buffet style. During the summer months a Juke Box is installed which can be operated without inserting coins.

At the north end of the lake is a large covered picnic area which will accommodate about 300 persons. It is wired for lighting and has electrical outlets for record players, coffee makers, etc. There are three large barbecue fireplaces in the rear of a large fireplace used for color. This large fireplace is also used in winter for employee skating parties.

As a safety precaution we do not allow eating or beverages on the beach. There are about 40 individual iron grills with tables and benches located in the wooded area around the lake and charcoal is available.

The facilities of the lake are made available by reservation without charge one day a week, Friday, to community groups such as churches, Scouts, garden clubs, various civic organizations, etc. A schedule is maintained for company groups, inter-departmental, The Ten Plus Club, Rod and Gun Club, ARA, or just department picnics.

All retired employees are presented with a permanent pass at the time of their retirement so they may continue to enjoy the lake and bring their friends.

PANEL VIII

NIRA Programs and Services; Today and Tomorrow

CHAIRMAN: Earl Schreiber, Recreation Director, Timken Roller Bearing Co., Canton, Ohio

Bowling

STEVE WENDELKEN, Whirlpool Corp., St. Joseph, Mich.

I would like to summarize NIRA's activity for this year with regard to the sport of bowling. We in NIRA who are directly connected with this sport are very pleased that so much enthusiasm has been shown in our yearly tournaments.

We held our 14th Annual Tournament March 25 and 26 in Milwaukee. Our host for the tournament was the Allis Chalmers Mfg. Co. with Carl Klandrud as tournament chairman.

A new format was tried this year, and it is our opinion that this will be used in the future. We set up two divisions rather than one. One was an open division, with teams competing with an average of 875 or better, and the teams with averages under 875 were put in an industry division.

The number of games bowled was also reduced to eight lines rather than nine. This way a team rolled four lines on Saturday and four on Sunday. This also allowed more participation at the get-together on Saturday night.

The third change was a "Sweeper" run by the establishment where a participant rolled for cash prizes. Entries in the Sweeper were not as great as expected, but we think this was mainly because it was the first time tried.

The 40 teams that participated came from the Midwest area, namely Wisconsin, Illinois, Indiana, Michigan and Ohio. More teams had been expected, but because of business conditions a few of our old standbys failed to participate.

Now, regarding future tournaments, plans are being made to hold the 15th Annual Tournament in South Bend, Indiana, sponsored by the Studebaker-Packard Corporation.

We on the bowling committee are trying to encourage more participation from companies outside the midwest area previously mentioned. We visualize an honest-to-goodness National Bowling Tournament comprised of the top teams from all over the country.

This could be accomplished by setting up regional meets and sending the winners to a Grand National Tournament centrally located. Practically all of our member companies have bowling leagues, and with a minimum amount of effort a tournament could be arranged in their areas.

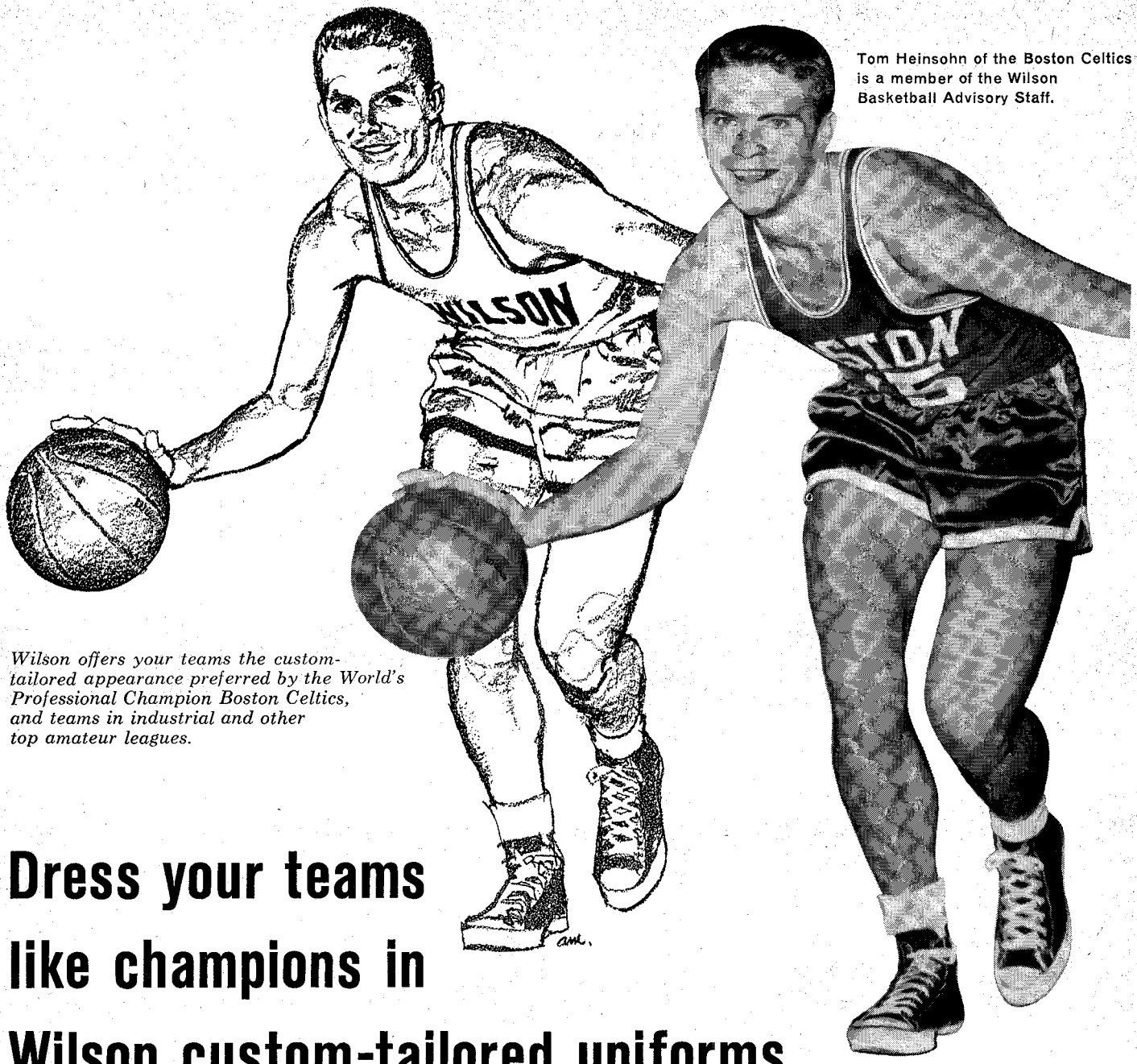
Trap and Skeet

DICK MILLER, Sporting Arms & Ammunition Manufacturers Institute, New York, N. Y.

Trap and skeet are "naturals" for the industrial recreation program. Fifteen million hunting licenses sold annually in the United States, plus many more in Canada, indicate a ready-made nucleus of interest.

Trap and skeet require relatively inexpensive installations, when compared with most other recreational facilities. Land requirements are not prohibitive. A space of 100 yards wide and 300 yards long will contain a skeet or trap field.

Trap and skeet provide year-round recreation, for young and old, both sexes, and lend themselves very well to league and



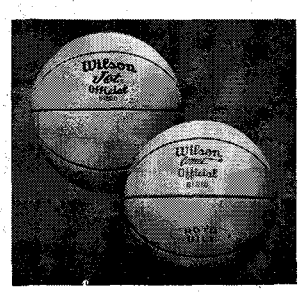
Tom Heinsohn of the Boston Celtics is a member of the Wilson Basketball Advisory Staff.

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competitive activity, as well as individual enjoyment.

Industrial trap and skeet is not expensive to the participant. Most industrial programs are 25 target events, and rarely more than 50 targets are fired.

A 25-target event requires one box of shotgun shells. 50-target programs use only two boxes of shells. Targets cost pennies each (around two cents each in quantity).

Industrial trap and skeet costs need not exceed the total cost of a round of golf or a few lines of bowling. National industrial skeet and trap tournaments give the employee or employees who excel in the sport, or who simply want to match ability with other shooters of comparable ability, a chance to achieve national recognition for themselves and their companies.

Complete information on industrial trap and skeet programs may be had from your NIRA office, from Sportsmen's Service Bureau, 250 East 43rd Street, New York 17, N. Y., and from the leading domestic arms and ammunition manufacturers.

In addition, club facilities can be used for community relations, in the form of Teen Hunters Clubs, to prepare employees and community youngsters for safe enjoyment of outdoor recreation (further information on Teen Hunters Clubs from Sportsmen's Service Bureau).

Softball

ARTHUR R. BRAUER, Assistant to Director of Industrial Relations, Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport, Conn.

A review of our softball program will show that our activity in "fast pitch" softball far outweighs our participation in "slow pitch" softball. This condition is not truly representative of our geographical area, as slow pitch softball has bypassed the faster game during the last two years from a participation point of view.

Our reasons for not following this trend are that the players on our teams prefer it that way and spectators in our area are enthusiastic about fast pitch.

The attendance figures for the Women's World Softball Tournaments that we have been host to for the past three years have each bested any previous attendance record for the event. Our regular season attendance at Raybestos Memorial Field also continues on the upgrade.

During 1961, we have added two junior teams to our softball program in an effort to help bolster the activity in our area. Our junior girls' team has an age limit of 18 years. Our junior men's team has no maximum age, but players average 18 to 19 years of age.

These teams were added to our "area" program simply because there is a large number of young people who would like to play softball but a scarcity of sponsors has prevented many from playing in organized competition.

We feel that this youth program will provide young people with worthwhile healthful recreation and prompt other sponsors to join in furthering this important activity in the future.

Softball for spectators is an important part of our current and future plans. Large numbers of our 1,100 employees bring their families to our softball promotions. We feel that this is good for employee morale and is wholesome leisure time family activity.

PANEL IX

Employee Recreation Association Publicity

CHAIRMAN: Charles Bloedorn, Director of Recreation, Goodyear Tire & Rubber Co., Akron, Ohio

Nine Publicity Tools

WARREN WALLGREN, Recreation Supervisor, Theo. Hamm Brewing Co., St. Paul, Minn.

Publicity, simply defined, means "information designed to advance the interests... advertising of any kind." In other words... get the "story" across to the public.

Who is your "public" . . . your market for advancing the interests? A recent Business Week report on mass media states that, "special interest audiences now count more" and that the battle for readers shifts from quantity to those who can act on the advertising.

It seems perfectly obvious, doesn't it, that our aim is at the recreation participants or prospects who are our special interest audience, our market. But the question pops up, "recreation is fun, or should be, so isn't it human nature to know when fun is going on"?

Why, then, do we need to advertise fun? Many reasons could be listed in addition to and under the reason, "competition of interests." Also we want to reach the family which otherwise might not be exposed to word of mouth. Further, recognition of achievement bears an equal status to information.

Our basic needs might be put this way:
Employee: Enlighten prospect by communicating "who," "what," "why," "where," "when."
Recreation: Recognize achievements, people ..."doers."
Association: Aim at those in a position to act. Advertise advantages; sell the program using all tools of communication.

Word of mouth is a basic tool but is limited in reliability of facts, timing and coverage.

Nine tools of written communication which are in order of their comparative use:

- Bulletin notice—Try for "recreation only" boards with reading racks attached; post all with identical materials.
- Posters, signs—Make use of talented members.
- Flyers—Make attractive for use as hand-outs or newsletter enclosures.
- Company organ—Excellent medium but often limited in space since it is usually designed for broad coverage of the total company business.
- Assn. brochures—Good for new employee, potential member promotion, public release.
- Illustrations, cartoons—More use of member talent can be made in this area.
- Membership cards—With an activity calendar printed on the back its a "have-on-you" source of information.
- ERA photos—Have you thought to: develop a staff of member cameramen; keep a pictorial history album; display at intervals "your assn. in action"?
- ERA periodical—Newsletter for mail-out, hand-out or bulletined. Mail-outs can be as frequent as bi-weekly to quarterly. Dateline paper carrying the NIRA emblem is suggested. Styles can be bannered, captioned or reportorial by department, area or activity. Embellishment can include various art work, offset photos, commercial art. Suplementary flyers, cards, surveys, tickets can be enclosed with mail-outs.

Some suggested newsletter editorial policies:

- Final editing by a staff person to assure proper structure, treatment, and regard for company policy so that the publication is in tune with the total picture.
- Maintain a scheduled distribution.
- Judge news, format and editing on basis of where and whom it will reach... whether strictly in-plant, to the home or for "release."
- Avoid personals or other internal affairs other than recreation news.
- Cooperate with your company house organ. Try to stagger your publication dates so as not to conflict. Coordinate articles if possible.

Four Methods

R. FRED CANADAY, Recreation Director, General Motors Corporation, Detroit, Mich.

Publicity of recreation programs within General Motors Corporation and its divisions and plants varies considerably. Nevertheless, there are four basic facets to recreation publicity in GM which might be of interest to you.

The General Motors Recreation Packet. Each quarter we publish the recreation packet. It is distributed to all recreation directors throughout the corporation, both

A BANNER YEAR FOR INDUSTRIAL BASEBALL

- Assure the success of your league by becoming a member of the N.B.C. National Assn. of Leagues.
- Enter the N.B.C. tournament program to determine the 1962 National Non-Pro Championship.

Complete Details 1962 Official Baseball Annual

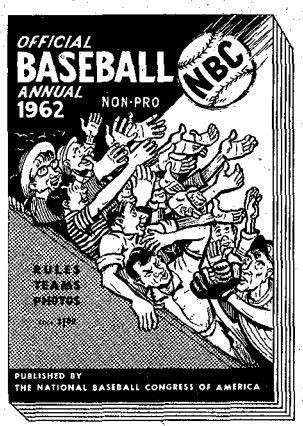
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Recognizes leading participants on a world-wide basis for past season, reflecting continued increase in activity in non-professional baseball. Presents complete resumes of 1961 N.B.C. District, State and National Tournaments, also affiliated leagues with photos of champions. Includes complete details of 1962 program, including sites and starting dates of U.S. tournaments climaxed by the 28th annual National Tournament in Wichita, Kan., starting Aug. 17. Listed are the 1961 All-League, All District, All-State, and All-American selections.

FEATURES

- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
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Gentlemen: Kindly find enclosed ..... for the following:

..... Copies of the 1962 issue of Official Baseball Annual at $1.00 each (Add 25c per copy to order to cover postage and handling.)

..... Copies of 1963 issue of the Official Baseball Annual at $1.00 each, to be mailed when off the press, March 1, 1963. (Add 25c per copy in order to cover postage and handling.)

..... Previous editions of year-book (1945-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61) at $1.00 each. (Circle editions desired.) (Add 25c per copy to cover postage and handling.)

..... Copies of Baseball Rule Books (20c retail). Lots of 100 or more, $12.50 per 100, postpaid; more than one dozen, $1.75 per dozen, postpaid; single order 20c—add 10c mailing charge.

..... Pads of Box Score Sheets (for newspaper reports of games) at $1.25 per pad. (Add 25c per pad to cover postage and handling.)

..... Copies of SCOREMASTERS Official Score Book of National Baseball Congress at $1.75 including mailing charge.

I am interested in the following materials checked below and will appreciate this information being mailed without charge.

( ) Entering a team in tournament program
( ) Supervision of a District Tournament
( ) Organizing a league in N.B.C. National Assn.
( ) Affiliation of an Umpires' Group in N.B.C. National Association.
( ) Membership in N.B.C. Association of Umpires.
( ) Membership in N.B.C. Association of Scorers.
( ) Organization of an Old-Timers Group
( ) Placing players of teams under the Nation-wide contract system.
( ) National Baseball Fans Club

SIGNED BY ..... ADDRESS .....

CITY ..... STATE .....

domestic and overseas. The packet is divided into four sections—athletic, social, cultural and general. In addition, there is a newsletter which accompanies the sections.

• *Newsletter.* The purpose of the newsletter is to call attention to specific articles, booklets or items of interest in the various sections, or to handle information of such a minor nature that a special article would be unjustified, or to call attention to materials, conferences, magazine articles, etc., which might be available to the individual plant director if he were interested. The newsletter usually runs from 16 to 20 pages in length.

• *Athletic Section.* The athletic section would probably contain stories of golf tournaments, bowling leagues, methods for organizing softball programs, variations in old, or the presentations of new scoring systems for athletic activities and the like. In addition, from time to time, we are able to purchase or obtain without cost small booklets about athletic activities which would be of interest. These booklets might be in the form of a rules book, "how-to" manual, a catalog from a supplier or something of that nature. Generally, however, we shy away from booklets which are strictly commercial catalogs.

• *Cultural Section.* In the cultural section we publicize card, stamp and coin and other clubs as well as choruses, bands, etc. Again, the format of the section would be similar to the other sections in that it might include booklets.

• *Social Section.* In the social section we would have stories of an interesting picnic that took place at one plant, an activity of a boat club such as a boat inspection by the Coast Guard, an unusually successful dance, etc.

• *General Section.* The general section is not just a catch-all. It would include, as our summer packet did, such items as programs for the NIRA national or regional conventions, information about local recreation associations, stories of an over-all recreation program at one division or plant to indicate what an over-all recreation program might well include, magazine articles on recreation in general, reprints, etc.

In the future we plan to add to the packet service by sending out occasional special bulletins which might conceivably reach our recreation directors too late for effective immediate action if they waited for our next mailing date. You ask how this is publicity since it is not distributed to employes—a good question! However, we feel that publicity to recreation directors throughout the corporation on the subject of recreation in general as well as "what's going on in other GM plants" is equally as important as satisfiying the ego of outstanding performers in a recreation program or publicizing a forthcoming event to employes.

Plant Papers. Most of all our house organs are plant papers carrying news of past events, oftentimes with pictures or schedules of forthcoming activities of a recreational nature. These papers might even include entry blanks so that interested employes might enter a tournament, league or club that is in the process of being organized or scheduled.

Bulletin Board Notices

• *Using Art Work.* We feel the use of art work to embellish bulletin board announcements adds a great deal to the effectiveness of such bulletins. It is not important that the art work be professionally drawn. As a matter of fact, sometimes amateur efforts are more effective than the professionals.

• *Desk Distribution.* For special events or if the announcement is late and the time is short before the event will take place, we use desk distribution to make certain that all employes see the anouncement. Since plant employes do not have desks, supplies of the anouncement bulletin are placed near time clocks and exits so they will be readily available to them as well. This distribution may provoke a housekeeping problem, but generally speaking, our employes are pretty careful about that sort of thing.

Recreation Newsletter. A few of our plants publish a periodical recreation newsletter, some as often as weekly. These have a particular value and, as a matter of fact, may save money. Included in such a newsletter would be team averages and standings, announcement of winners for past events, entry forms for future events, reminders of dues and meeting dates for various clubs, stories of humorous happenings that might be of interest to a large number of employes, encouragement or messages of importance from plant management, etc.

Recreation Newsletter

A. MURRAY DICK, Director of Recreation, Dominion Foundries & Steel, Ltd., Hamilton, Ontario

Reasons for the newsletter: In many cases because of the size of the plant and complicated shift work conditions, information on recreation club programmes is not readily available to the employee. Many workers in today's production line find it difficult to study information posted on the bulletin boards.

Often it is left to the committee men to seek out employees who are members of a particular group to pass along any pertinent information. This, of course, is often times impossible when the committee man is tied down on his own job.

Handing out of leaflet information to employees when leaving work is often frowned upon by management. These leaflets may often be thrown away and very seldom arrive home with the employee.

Value of the newsletter: With the above information being true in most cases, it should not create any doubt but that a newsletter mailing to the homes is the answer.

Information on all groups in the recreation programme is compiled, edited and published as regularly as possible and mailed out to the homes of the employees.

One of the important steps in providing this newsletter is to make sure that it is mailed only to the homes of the employees wishing to receive the information contained therein. Members of existing groups are provided with this bulletin and additions to the mailing list are made only on request by the interested employee.

Organizational value of the newsletter: Each of the groups is asked to appoint someone to be the reporter. His duty carries as much value as the president or secretary of that group. It is his responsibility to report on programme activities and future plans of the group to the recreation office.

This information is written, edited and reproduced using the reporter's name in the by-line. This over-all report covers all of the groups tied in with the focal point being the recreation office.

The recreation department does not assume the responsibility for making up reports but does remind the groups leaders of the publishing deadline date. When notices of a particular group activity do not appear in the newsletter, the reporter is often "jogged" by his own members.

Value of mailing newsletter into the home: Recreation activities today involve and affect directly and indirectly members of the employees family. Today Johnny and Mary are just as much interested in the plant programme as their father.

Many of the activities are designed today especially for children of employees and they are usually the first ones to open up the newsletter when it arrives.

By mailing into the homes no longer do we trust the memory of the employee to take home bits and pieces of information regarding the group programme. All members of the family are posted and kept up to date.

Company publication separate: Many companies find that having two publications proves the best arrangement. The official company publication deals with the product development and company policies and is kept separate from the recreation club news.

Many issues of the official company magazine go to customers around the world and personal bits and pieces of the recreation club programme do hold particular interest. Often the company magazine is held past the deadline awaiting new developments, with the result that recreation club announcements for up-coming activities cease to be of value.

In conclusion, the ultimate value of the recreation club is told in its successes and achievements. This of course is best summarized and recorded in a newsletter. Advertising and sales are the best media for selling a product. We have a product (recreation activities) to sell—we must keep everyone conscious of this fact.

Basic Pointers

E. T. MITCHELL, Recreation Supervisor, U. S. Steel Corp., Gary, Ind.

Establish a communication system between recreation office and employee to keep association members informed of facts, such as: dates, places, times, how much, cost.

Newsletters should be neat, attractive, colorful, legible, easy to obtain, or to re-route, or to post—good distribution. Newsletters should be put on regular schedule.

Inexpensive methods are available through hectograph or multilith. Unless time is available, printing is always the best.

Use pictures when possible, sketches, or any other drawing that might tend to enhance the publication. Remember the old adage—one picture is worth about 10,000 words.

Information should be obtained from volunteer leadership within the separate leagues or clubs. Don't forget the five "W's" when making an announcement: Who, What, Where, When, Why.

In regard to posters, it may be well to remind the printer to place his union stamp on the poster. Use simple language to appeal for cooperation.

PANEL X

How to Improve Your Vending Program

CHAIRMAN: C. W. Hudson, Personnel Services Manager, IBM Corporation, Rochester, Minn.

Past, Present and Future

WALTER W. REED, Director of Public Relations, National Automatic Merchandising Assn., Chicago, Ill.

While automatic vending traces its legendary history back to 219 B.C., when a Grecian priest installed a holy water vender at one of his temples, the actual history of automatic merchandising in the United States officially dates back 75 years. It was in 1886 that the first patents for automatic vending machines were granted in this country. The first machines made their appearance two years later, in 1888.

While vending was in existence in the 1920's in substantial form, the real growth of our industry as we know it today occurred after World War II.

Today some 4,000,000 machines are retailing upward of $2,500,000,000 a year in merchandise and services in the United States. While the vending industry traditionally has been divided into the three segments of machine manufacturers, product suppliers and vending operating companies, so many things have happened in the last two years that the lines between these divisions are becoming more and more blurred, and the industry, in many other respects, is undergoing major changes, some of which are still in the early stages of development.

Among these major developments we should list the following:

- Much wider acceptance of automatic vending, especially in plants and institutions.
- Increasing entry of automatic vending into food service operations of all types.
- A continuing series of mergers within the industry, especially at the operating level.
- Public ownership of a growing number of major vending companies.
- Entry into other new fields as a result of the dollar-bill changer.
- Amalgamation with catering companies.
- Establishment of vending commissaries.

The most significant thing about all of these new developments is that most of them are still in the early stages and that a complete transformation of the vending industry is in progress. While some directions are already apparent, the eventual road which vending companies will take is really not yet charted.

All of this has some important implications for the personnel officials as well as the recreation directors of plants and offices. As vending companies enter more and more into full-line food service from mere refreshment services, their operations and profit ratios change considerably (downward in the case of the latter).

By necessity, and for the sake of employee morale, ever greater emphasis must be placed on service and performance—and the tendency will be to play down the emphasis on commissions. The realities of providing adequate and satisfactory full-line automatic food service are causing an ever-increasing squeeze on the operating companies' profit picture. It is a fact of life that vending operations, like most other businesses, must return a profit in order to satisfy stockholders and to provide for future growth and expansion of services.

What will the future bring?

We in the vending industry look to further amalgamation between catering and operating companies, with mergers initiated from both sides. We are confident that we will acquire greater know-how as both the equipment and our own management procedures will benefit from further experience and experimentation. Vending companies still have a long way to go, with some exceptions, in changing from "mere" vending companies to operators of "automated restaurants."

During the last five years we have increasingly managed to earn the respect and confidence of management in offering the advantages which automatic equipment can bring, both in terms of employee morale and in terms of general economies on the part of management.

We in vending think that less than 10% of our potential service has so far been reached in plant and in institutional food service. We expect to make great strides in this field within the next three to five years.

Vending Contracts

JOHN H. LESLIE, Manager, Employee Recreation, Minnesota Mining & Mfg. Co., St. Paul, Minn.

The old adage in the business world, "don't say it, write it!", applies very aptly to your vending program. When we say "write it," that means get a sound contract that will thoroughly cover all areas of your vending program.

Wherever money is concerned (and believe me vending is a good source of money) disagreements often arise unless all parties involved know exactly what is agreed upon. Memories are short; therefore, a written contract can be your best assistant.

The many reputable national and local vending organizations have worked long and hard to make vending the outstanding business it is today. However, the success and recognition attained by the reputable dealers attracted some undersirables into this business venture looking for a fast buck. A vending contract protects you from this element.

Your vending contract can only be meaningful if it looks beyond the commission paid section. Dont be misled by high commissions and forget the meat of the contract. Always remember, any vendor to be successful must make profit and must provide good service.

A vendor, like any business, cannot give the service you desire if he is operating at a loss, and the business of a contract should be to insure good service and a quality product.

Now, for those of you who are bashful. I will ask a few of the common questions that might arise.

What is a vending contract? Simply stated, it is an agreement between a company or club and a vendor making available products and services of certain coin operated vending machines to be located on the company or club premises.

What does a vending contract do? Very simply stated, it avoids a lot of confusion and misunderstanding.

Whom does a vending contract protect? A good contract should protect both parties.

What points should be covered in a vending contract? Very briefly I have listed eleven points and they are as follows:

1. Names of parties concerned.
2. Date of agreement.
3. Consideration of agreement.
4. Duration of agreement.
5. Method of termination.
6. Schedule of equipment and products.
7. Maintenance.
8. Licenses.
9. Insurance.
10. Compensation.
11. Right to audit.

Case History

WILLIAM J. KRIENITZ, Manager, Employee Services, Victor Adding Machine Co., Chicago, Ill.

Approximately 20 years ago, our company accepted their first bottle liquid dispensing machine. It remained as our only dispensed item until 1949.

During 1949 we had several accidents with the bottles which made us change to paper cups and new dispensing equipment. All this time we operated our own cafeteria and the money received as commissions went to the cafeteria operation.

When the new vending machines began hitting the street, many hours were spent planning new cafeteria operations, new commission distribution, etc. We finally decided to construct special alcoves for vending equipment and get them out of the aisle. Instead of just beverages, we would supplement our cafeteria with new milk, coffee, hot chocolate, ice cream and cigarette machines.

This was done in 1960. We now have a battery of machines on each floor with scattered rest periods, giving the employees on each floor an opportunity to use the equipment, but to stay in the area provided.

Victor still operates its own cafeteria and the commission check from the vending machines is still allocated to the cafeteria.

From all contacts made with employee, we feel the new program is working fine.

Vending Income

W. J. PYPER, JR., Manager-Secretary, Republic Assistance Fund, Inc., Farmingdale, N. Y.

We are primarily concerned with industrial recreation and its advancement through revenues available from in-plant automatic vending programs.

The personnel officer, employee relations manager, fund director, or whatever his title, has the reins in his hands—and is in the position to call the signals. He has the interest of both management and employees in mind and should gear his vending program to meet the needs of the company recreation program and other activities.

How much per capita revenue should we realize annually from vending operations to support the multiple employee benefit programs? 10¢? $1? or $10?

I can tell you my experience has been, that statistically, per year each employee—captive customer if you will—will consume 131 candy and cracker units plus 39 sticks of one cent chewing gum. He will drink 96 seven ounce cups of soda pop and 45 containers of milk. He will also smoke 77 packs of cigarettes. This employee consumption of the machine vended products represents a yearly expenditure of $39 per employee.

There are many important factors with which to be concerned in making an industrial vending operation successful. Among these is the meticulous selection of good vending products.

No one, not even our captive customers in our factories or offices will buy inferior merchandise. Nor should they be expected to. Here is a first line of relationship between industrial vending and good employee relations. These high quality products must necessarily be offered to our employees at realistic prices. These two aspects, high quality and reasonable prices are in themselves employee benefits—intangible perhaps, but extremely important.

We must provide good, sturdy, attractive and sanitary vending machines in adequate numbers, and the machine must be strategically located. Trouble free vending equipment is high on the list of musts.

Picture if you will the thirsty, or hungry, or nicotine craving employee who approaches one of our vending machines only to find it out of order—perhaps he may lose a coin. You know what happens—he may just grouse—or he may be the violent type and do a real job on our expensive equipment. In any case, he's unhappy.

What more tangible employee benefits might we hope to derive from our vending operations? This must naturally depend on to what extent we and our company management wish to carry the vending supported aspect of employee relations.

I'm sure that each of us would like to have a complete recreational-athletic program. While industrial recreation is the upper-most in our minds, there are numerous other employee benefits to be realized from a good, well run vending program. I am thinking in particular of collegiate scholarships for children of our employees, emergency employee loans, flowers to sick and hospitalized employees and at times of bereavement, permanent mementos of management's good will when a child is born, special gift food packages for employees on sick leave at Christmas time, free inoculations etc.

Perhaps not overnight but with long range planning, these benefits and more may be realized from the revenue of a properly administered industrial vending program.

How we slice the vending revenue pie, what percentage of recreation programming and what percentage to other benefits is up to each of us. But a good industrial vending program is good employee relations—and I'm sure I don't have to tell you that good employee relations is good management.

PANEL XI

Common Sense Cost Cutting

CHAIRMAN: Charles A. Mears, Recreation Manager, B. F. Goodrich Company, Akron, Ohio

Careful Accounting

CHARLES A. MEARS, Recreation Manager, B. F. Goodrich Co., Akron, Ohio

The financing of industrial recreation is often a serious business that requires organization, work, and straight thinking. In many cases, it becomes vital to the endeavor that recreation directors exert themselves to raise all or a major part of their required funds because of industrial concerns or managers who either cannot or will not supply the necessary money to adequately finance a well-rounded program for the employees.

In any case, a financial problem exists, and the responsible leader will turn his attention to finding ways to resolve the difficulty.

Cost cutting or cost control can be applied to practically every phase or stage of recreation.

Let's take the case of a program that suffers from insufficient company funds. A recreation director confronted with this situation will find it is possible to initiate a working recreation program with very little monetary outlay. This is cost cutting in a real sense, though preventive in nature, since the director has a financial drought from the start.

Even so, a bowling league can be operated, dances and picnics can be promoted, various hobby clubs organized, and a golf tournament can be held without or with almost no expenditure of company funds.

Take the matter of recreation facilities. Many companies have built recreation buildings, parks, and fields for the use of employees, while other companies will not finance facilities but will contribute funds to the promotion and operation of a program.

Only a few companies, comparatively speaking, have their own recreation buildings. Yet, practically every industrial firm in the United States can uncover facilities which are excellent for industrial recreation.

Arrangements can be made to have company basketball, volleyball, gym classes and other events of this nature at the YMCA, a high school, a private club, or a municipal building. Social centers, churches, schools and offices in the plant offer gathering places for camera clubs, discussion groups, music rehearsals, etc.

In other words, facilities usually are available and can be procured for a year-round recreation program. The only burden on management is to find the facilities and arrange ahead of time for their use. With this thrifty approach, one pays rent only for the time the facility is in use and avoids the expensive, continuous, and increasing maintenance of company-owned facilities.

Now let's look at cost cutting in an established and functioning activity, when management—for economic or other reasons—reduces the company's financial support. One successful tactic is to launch several financial methods to see the recreation program through any troublesome period when money is hard to come by.

Many fund-raising plans are available. Contests can be sponsored, candy sales, a special supper and movie, noon hour movies, raffles, booster tickets, benefit parties, etc., the profits realized to be used for financing the program.

The alternative would be to shelve some activities—the very last resort—in meeting management's request.

A careful analysis of expenses—as each event becomes imminent on the calendar—should reveal many nonessential expense items. These can be eliminated without actually affecting or disturbing too much the basic program. These analyses should be reviewed with the activity committees responsible for staging the event, as they face the problem of effecting the estimated savings.

Certain fields or areas will yield greater savings and be more fruitful than others. For instance, scan the expenses for printing; art work; mailing, banquets and food; awards and trophies; uniforms; and special "frill" awards benefiting the small groups, such as varsity teams, whose travel and hotel expenses are out of proportion to the number benefited.

Cheaper methods of reproduction in the field of printing can yield real savings; i.e., xerox, multilith, single-color printing, etc. Putting two announcements in one mailing to the home will save many dollars if the mailing lists are large. Uniforms for players can be laundered and used for two seasons instead of the usual one. Close supervision over equipment and uniforms will reduce losses and replacement costs.

The secret for success in cost cutting is in the careful accumulation of every expense connected with a given activity or program, no matter how small. Once these items are listed in detail, probable economies become apparent. The number of dollars spent on incidentals is amazing, and the savings will be far beyond expectations. So, by using extreme care in gathering your costs, the less important expenses are exposed, become the basis for savings, while the basic recreation program suffers no ill effects.

Five Methods

CHESTER V. PELLEGRIN, Supervisor of Recreation, The Detroit Edison Co., Detroit, Mich.

As recreation people I believe we are all afraid somewhat of this word "cost-cutting", however, I believe we are not alone in this area for I am sure that most of us, particularly during the last five or six years, have been going through a period of reducing costs in our method of operations; and when I say all of us, I mean those of us who take part in industry, community, church affairs and so forth.

All of us are most interested in getting the best out of things for which money can buy. This is only good and sound reasoning, therefore we must look at what things cost us to make sure that we are compensated for their actual worth.

The practice has been in most companies when an austerity program has to be dealt with, the first place they want to cut costs is in the companies' employee recreation program. This can be done either way (1) by straight percentage cut on what management contributes to the program or, (2) by inducing the employees to contribute more to offset costs.

I feel that it should be joint actions on both parties and the method of approach to the problem of this kind requires analysis and evaluation of the recreational program so that complete understanding can be achieved. I am sure also that most companies' evaluation of their recreation program is that it is an important activity just as it does other programs within the company. If this weren't true, all of us would be throwing a lot of money down the drain for nothing.

A few of the areas where I believe cost-cutting in industrial recreation could be termed common sense are as follows:

Centralized services (clerical, publicity and bookkeeping): This relieved highly paid people, such as club officers or committeemen, of the detailed work which is so necessary for successful operation of recreational activities.

This centralized clerical group could handle correspondence, ticket sales for various activities, club notices, handle membership dues, fees, etc. Many club officers have their secretaries do this work for them and they are highly paid people in contrast to the lower paid personnel which is used for these centralized services.

Awards and trophies: Prepare an estimated list of awards and trophies needed for the year for all recreational activities and submit to Purchasing Department who will have vendor submit samples of trophies to a committee of activity representatives for their selection. This cuts costs by quantity buying and eliminates the time spent if each group had to go out to make individual selections.

Club sponsored dinners in our company restaurants: Overhead costs for operating a restaurant is high as we all know. To serve 100 people would cost the same to serve 200 or 300 as far as restaurant help is concerned. Some companies have many small group dinners and by scheduling these groups to use the restaurant on the same evening, there is a savings to the company.

Long-range planning: New ideas presented by enthusiastic groups often appear at the time to be good but the recreation director and management must evaluate such ideas far into the future.

- Kind of activity (bowling alley)
- How many and how long employes would use it.
- This activity or expensive facility might turn out to be a white elephant by the fact that a number of employes who use it may be curtailed by lay-offs or change of location of work.

Operation of recreational facilities (those requiring a number of people to operate, such as Parks, Boat Clubs, etc.) might well be put into the hands of the club or association's administration rather than company. That is, club employees, instead of company employees. Certain savings in wages and fringe benefits would result since, in most cases, company wages paid would be greater than what the wages the club would pay.

Common Sense

MILES M. CARTER, JR., Recreation Director, McLean Trucking Co., Winston-Salem, N. C.

How many times have I asked myself, how can I cut some of the cost from our company recreation program and yet try to meet the demands that our employees request? I have tried various projects and the items listed below are some which have proven to be successful.

1. Plan an activity which has the interest of the employees, then strive to keep that interest alive. Dead activities leave an expensive carcass lying around in form of equipment.

2. When purchasing equipment, uniforms, etc., the economical way is to buy the best. Cheap brands need to be replaced too often.

3. Another example of "common sense" in any recreation program is simply this: whenever there are fees involved in bowling, golf and other similar activities, it has been proven that where a person pays a part of these fees, he makes a better participant. A person who has everything paid for by his employer doesn't seem to appreciate it as much.

4. Learn to be a good listener. Afterward, justify to any person why you can't do some of the things which are requested in a recreation program. Sometimes our eyes are larger than our budget.

5. Take advantage of the facilities of the City Recreation Department, the "Y's" and private institutions for recreational needs. The fees are very economical, and some of the facilities are provided to the public through taxes. The more participants, the larger and better the program. When these facilities are used, there is no maintenance fees.

For instance, Winston-Salem Recreation Dept. has softball leagues, basketball and square dancing. The organization of each team is the responsibility of the various Recreation Directors of the participating companies, but City Recreation provides schedules and facilities.

6. A good Recreation Program includes as many of the company's personnel as possible. Thus, the program must be varied to take care of elderly as well as young, the fat as well as trim, the intellectual as well as athletic types.

"Common sense" ways to keep peace, unity and good will among employees and among their families is to plan a few gigantic activities during the year to include young and old members of the family.

7. Communication is a vital part of any Recreation Program. Employees need and deserve to be well informed of the activities. In this type of program each employee should feel needed and wanted in one or more of the planned activities. We must keep our employees informed.

Often a good program fails because of lack of organization. Before any actual participation takes place, we should have studied and planned the activity from every angle; then when the activity is well organized, we are ready to present it and are usually assured of success.

8. It is "common sense" to take advantage of the wealth of information and the personnel at the state level. We need to know what and who is available to help keep us in our programs. A sure way to be well informed is to join the State Recreation Society and take an active part in the Society.

Self-Support

DONALD HAMROCK, Recreation Director, Civilian Welfare Fund, Wright-Patterson AFB, Ohio

Several years ago it was necessary to cut our recreation budget. After analyzing it thoroughly, we found that our departmental award system was the place to cut.

We also realized that our award system was a very important factor in our program. So we decided to set a basic charge for each team to enter one of our departmental leagues. This fee was to be nominal and would be used for our departmental award program.

All softball and basketball teams were charged a fee of $10. Tennis and volleyball, $8 each. These fees saved us $1,000 per year and in no way effected the interest in the various programs. If fact, I think it helped out as it gave our participants a feeling of being closer to the activity.

Instruction classes (golf 250 people, tennis 50, swimming 75, bridge 100, square dancing 50, dancing 335, charm 35, art 30, etc.) are all self-supporting segments of our program with 925 participants taking part in these self-supporting activities yearly.

Competent instructors are hired, facilities arranged for, and wide publicity given to the above programs. A nominal fee is charged each employee that registers. This fee is geared to take care of all the expenses of that particular program.

PANEL XII

Planning and Financing Recreation Facilities

CHAIRMAN: Don E. Ford, Recreation Director, Olin Mathieson Chemical Corp., Covington, Ind.

Factors to Consider

A. M. CUSICK, Employee Services Manager, Cummins Engine Company, Inc., Columbus, Ind.

In excess of 20,000 companies already have some type of recreation program. This wide acceptance of industrial recreation is presumed to be a result of the constructive effect it has on the employee's attitude toward his job and toward his fellow workers.

Studies regarding employee efficiency have indicated that only the employee who is happy in his work produces to the fullest extent of his ability. Recreation programs and facilities have long been justified on the basis of increasing productivity, giving a lift to employee morale, attracting and holding better workers, fostering teamwork, improving health, developing administrative talent, and reducing accidents.

Although these reasons may be sufficient evidence for a company to consider the development of a recreation program and facility, I am not at all sure that they alone are sufficient. It would seem that three other important factors must be considered.

First, when a company sets out to decide whether or not a recreation program and facility should be developed for its employees, it must necessarily spell out its own basic philosophy regarding recreation and the policies which will serve as the guides in its future planning and development. Without this firm foundation, it would not see that any amount of constructive work could be done.

Providing the company philosophy will encourage the development of a recreation program, a second vital ingredient is that you have employee interest in such a program. This interest must be voluntarily made known by the employees to the Company management if a program is to be a success.

If, then, you have reason to believe that there is general company and employee interest, the third step in your basic planning would be to determine the specific areas of the interest. It would not seem impractical to use a comprehensive survey to determine these specific interests.

Now you are ready to move ahead. The next step would be the development of a master plan relating not only to the facility, but also to the program.

One point that I think is important to make is that regardless of the type of facility which you develop, a well-rounded program must be an integral part of your total recreation picture. For, it is through the active participation in a program that the facilities will be used to their maximum potential.

In the development of the master plan, consideration must be given to the specific interests of the employees; the company's interest in certain types of facilities; the company's willingness and ability to support the program financially; as well as consideration of the present facilities and programs which are available in your community.

Now that you have completed the general framework for future planning, it becomes necessary to ask certain specific questions which will aid in the detailed planning that must follow. Questions such as:

- What type of facilities are needed to meet the employee interests?
- Where should this facility be located with regard to the operation?
- How large should the area be?
- How expensive should the specific facilities be?
- How much should be paid for land?
- How much should be paid for each of the facilities?
- How will maintenance be handled?
- Who will be responsible for coordinating the program?
- Who will use the facility?

The final and very challenging questions must necessarily deal with finances:

- How much will the company contribute?
- How much will the employees contribute to the development of the facility and will they pay annual dues?
- Who will handle the financial administration of the facilities and program?

Gymnasiums

SUMMERS JARRETT, Employee Relations Supervisor, Chemstrand Corporation, Pensacola, Fla.

The provision of adequate facilities and equipment is essential to the success of the employee recreation program. The absence or inadequacy of facilities has been a limiting factor to the success of many employee recreation programs.

The planning of additional recreation facilities requires a thorough study of the needs and interests of the employees. Facilities should be constructed with multiple use constantly in mind.

The plant itself should be the first source to explore for facilities to accommodate recreation activities. Such facilities as cafeterias, lounges, and rest rooms are frequently available for recreation activities during off-duty hours. Many larger companies have reception rooms and conference rooms which can be used for recreation.

Many companies with inadequate facilities of their own depend heavily on the use of municipal recreation facilities operated by the city recreation department. Golf course, athletic fields, and picnic grounds seem to be the city facilities most frequently used.

However, a number of companies use city auditoriums and armories for dances, shows, and athletic events. Companies in most cities are using some recreation facilities provided by commercial recreation agencies. Bowling alleys and golf courses appear to be the commercially operated facilities most frequently used by business and industry.

In acquiring facilities for employee recreation activities, it is important to follow as closely as possible the recommended standards governing the size of these facilities. In the development of standards, careful study has been devoted to the various activities to determine the most ideal dimensions to insure maximum enjoyment on the part of the participants.

Another primary consideration in the establishment of standards has been to select dimensions which would give each participant in the activity a reasonable amount of protection.

The actual construction and financing can follow most any pattern . . . individual company contributions, employee-employer contributions, combined industry in one locality, and joint local government, industry and other agencies.

Don't shoot too high in making your request for new facilities—let employee participation speak for you. Always leave room for improving your facilities by allowing employees to make suggestions for improvement. Individuals are looking for praise, so allow as many people as you can credit when new facilities are added.

The working together of employee and management to accomplish your needs is highly recommended. The big question that is always asked by management is not how many people are just interested, but in how many people will take part in the activity. What is needed to provide them with the proper equipment, grounds, and facilities. Remember, you don't buy facilities—they are built!

I have been asked to participate on the panel to discuss gymnasiums. This is something which is quite familiar to me, as we have recently obtained a gymnasium, or as we refer to it, Recreation and Assembly Building. I would like to discuss this topic along the line of how it actually took place at the Chemstrand Corporation.

The basic feeling that must be present at a plant is that top management believe in recreation—and the fact that recreation plays an important part in the whole picture of the employee's growth and development. This philosophy is definitely present at Chemstrand.

Our basketball teams had participated for a number of years at a local high school. Many problems developed during the time that we were using an outside gymnasium, and the first step was taken in the justification of a gymnasium.

In the justification, we listed the number of teams involved (both men and women), the number of participants, and problems encountered by using an outside gymnasium. Another point was brought out—what other

activities could the gym be used for besides basketball?

The second step was to give the gymnasium another name so that it would not be used as a gymnasium exclusively. A proposal was written that the new building would be called the Recreation and Assembly Building. In this proposal, we listed the number of places the C.E.R.A. used to hold dances, basketball, other indoor athletic activities, meeting places, storage, and a lounge.

In order to obtain added facilities the Recreation Director himself must be convinced of what is needed. He must be able to show the amount of participation vs. the manhours in an activity to justify the cost of that particular activity.

Our C.E.R.A. Intramural Basketball Summary Reports for the years 1959 thru 1961 help us to show the amount of money spent vs. participation; thereby continuing to justify our recreation building.

Pond Development

ROY E. ELLINGTON, Recreation Counselor, Kaiser Aluminum & Chemical Corp., Ravenswood, W. Va.

The common farm pond, stocked with proper species of fish, maintained and managed, can provide more hours of family recreation at a lower man hour cost than a majority of facilities within the average industrial recreation program.

Any company or employee recreation association with available land is missing a sure bet for top participation response if the farm pond installation is overlooked.

With a little pre-study from available sources on pond development and stocking, proper site location, utilization of company owned equipment (or even rented equipment) and volunteer labor, initial installation cost for a fish pond can be held to an acceptable minimum within most program budgets.

Up to 20 acres of surface water, if the land does not have to be purchased, can be impounded, stocked, fertilized and maintained year-round for about half the cost of installing and operating one lighted softball field. And, the end result in most instances is about 200% per cent more participation for the dollar expended during any given year. To the recreation director looking for a family type activity, this is one venture that will stand up.

Contrary to the belief of many, a good fish pond can be built without a supply of running water. In some areas of the nation the soil is of such nature that even two or three acres of pasture or cropland will provide adequate runoff for an acre of impounded water.

This, of course, will vary to a maximum of 10 acres of pasture or cropland or 30 acres of woodland in other areas. The exceptions of course are the arid states in the western part of the country.

Another misconception of stocked ponds is that a lot of fish have to be bought or acquired for continuous restocking. Stocked properly in the beginning with the recommended number of bass and bluegill species, fertilized as necessary for food supply, and then heavily fished, the pond will maintain a balance of fish life that will keep bringing back the fishermen of all ages—week in and week out.

Where dams are properly constructed, water is of adequate depth and the drainage area free from extensive pollution restocking is seldom necessary.

One will have complaints about the fish being all gone. The fish will at times not bite and this encourages uninformed persons to assume there are no fish in the pond. Inquiries will be made almost daily as to when is the pond to be restocked. But this should not bother the person responsible for managing and maintaining the fishing facility.

When the fish are not biting, it usually means only that enough food is available in the water to satisfy the needs of the existing fish population. This could be brought about by new fertilization or an excessive heavy concentration of fishing over holidays or extremely good weather of a week or so. But this condition will only last for a few days.

Fast as the bluegills multiply there will soon be more fish than food in the given area, and the fish will begin hitting most anything offered by the fisherman. A good pond supports 400 to 600 pounds of pan size fish per acre and the formula for keeping them eating size is abundant fishing and ample fertilization.

Probably the best appeal for bringing participation day by day to a given fishing area is the fact that fish are there to be caught. The potential participants should be orientated in the fact that nature affords the balance necessary for a good fish crop through food supply and demand.

The participant's fishing habits, amount of time spent after the elusive finny fellow, are more important to a good fish crop than all the restocking that could be done. Let it be known that if a person fishes often enough, keeps a hook and worm in the water long enough, anyone and everyone, regardless of age or sex will catch fish of some size or species.

Another appeal that the fishing pond will have toward drawing family participation is the chance for picnicking. Shaded areas adjacent to the pond can be developed easily with a few grill installations and a small number of picnic tables.

Grassed areas of a minimum of a 100 feet around the fishing banks, mowed only once weekly, provide adequate play area for smaller tots who do not care for fishing. Thus, the small children can be kept under surveillance by parents while fishing.

It would be possible to spend an hour or so further discussing the merits of the farm pond as a recreation facility. Another hour or two could be spent talking about site selection, drainage basins, dam construction, stocking, fertilizing, sampling of fish life, and managing and maintaining the pond. Time does not allow for this.

I have prepared a listing of sources of informative literature that I have used to acquaint myself with farm ponds stocked for fishing. These are excellently written and are more than adequate to acquaint even the rankest amateur with the means and methods for pond installation, stocking and managing.

Included in the booklet I also have available on the Kaiser Employees Recreation Association program and facilities are aerial pictures of three such ponds (we call them lakes) which cover approximately 18 acres. One of the lakes has also been developed for a swimming program that services a minimum of 12,000 participants a year.



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National Industrial Recreation Association

BYLAWS

ARTICLE I—NAME

Section 1—Name: This Corporation shall be known as the National Industrial Recreation Association. It shall be a non-stock, non-profit corporation.

Section 2—Offices: The principal offices of the Association shall be in such locations as may be determined by the Board of Directors from time to time.

Section 3—Insignia: The Association shall have such official insignia as the Board of Directors may determine.

ARTICLE II—PURPOSE

Section 1—Aims and Objectives: The aims and objectives of the Association shall be to further the development of employee recreation as a benefit to the community, to industrial and commercial firms and to their employees; and as a means of improving relations between management and employees and between the employees themselves.

In order to effectuate these purposes, the Association shall serve as a clearing house for the dissemination of information and ideas on employee recreation; shall assist its members in the solution of their specific recreational problems; and shall perform such other services as may be required to bring about better understanding and acceptance of employee recreation.

ARTICLE III—MEMBERSHIP

Section 1—Classification of Membership: Membership in this Association shall be divided into seven (7) classifications, as follows:

Type A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, who are interested in the development and maintenance of employee recreation facilities and programs.

Type B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.

Type C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.

Type D—Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.

Type E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.

Type F—Student memberships shall be available to students majoring or minoring in the field of recreation at a college or university where such training is offered.

Type G—Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.

All applications for membership shall be subject to the approval of the Executive Committee.

Section 2—Membership Fees: Annual membership fees in the Association shall become due and payable on acceptance of a membership and thereafter on the first day of the calendar month following the anniversary of the original acceptance of the membership according to the following schedule:

Type A—Company Memberships:	
AA—Companies with less than 500 employees	$ 20.00
A—Companies with 501 to 1,000 employees	35.00
B—Companies with from 1,001 to 5,000 employees	65.00
C—Companies with from 5,001 to 10,000 employees	95.00
D—Companies with over 10,000 employees	125.00
Type B—Individual Memberships	15.00
Type C—Associate Memberships (In addition to this fee, Associate Members may with the approval of the Executive Committee, contribute grants-in-aid to the Association for development of specific projects or phases of employee recreation programs).	250.00
Type D—Affiliate Memberships	100.00
Type E—Honorary Memberships	No fee.
Type F—Student Memberships	2.00
Type G—Industrial Recreation Council Affiliation	15.00

Section 3—Rights and Privileges of Membership: All members of the Association in good standing shall be eligible to all rights and privileges of membership as established by the Bylaws and, from time to time, by the Board of Directors, except that:

(a) Company members shall have the sole right to vote on affairs of the Association through their duly designated and accredited representatives at the rate of one vote per membership.

(b) Duly authorized officers or executives representing Company members shall have the sole right to hold an elective office or directorship of the Association. This right shall automatically terminate 60 days after an officer or director ceases to be in the employ of the company he represents, unless within 60 days he again becomes the representative of a Company member.

(c) Non-voting branch and/or division firms are not eligible to vote or hold office.

(d) Not more than two members of the Board of Directors shall be from the same member company or its subsidiaries.

(e) If the designated company representative is unable to attend the annual meeting, it is the member company's duty to notify the executive secretary *in writing* 24 hours prior to the annual meeting, and the individual voting in his stead must be *employed* by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any member failing to pay annual dues within ninety (90) days after due date shall be considered delinquent and dropped from membership in the Association. Memberships terminated by reason of delinquency may be restored within the ensuing year upon payment of one year's dues from the beginning of the delinquent period, upon the approval of the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be President, four (4) Vice-Presidents, a Treasurer, Director of Research and Education and an Executive Secretary.

(a) The President and four Vice-Presidents shall be elected from the Board of Directors by the Members in good standing as hereinafter provided.

(b) The Treasurer shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

(c) The Executive Secretary shall be appointed by the Executive

Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors.

(a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.

(b) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.

(c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.

(d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.

(e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the year of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of duly elected board members of the Association in good standing, the immediate Past-President, and the duly appointed Director of Research and Education and the Treasurer.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the Association and its property. It shall have the power to perform such other functions as are generally indicated by its name and do all lawful acts and things as are not, by these Bylaws, directed to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reason whatsoever, a Directorship of the Association becomes vacant, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists and submit such nominations to the Board of Directors for referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the qualified votes cast within a period specified in the notice of such vote.

Section 4—Term of Office: The elective Directors of the Association shall serve for a period of two years or until their successors are duly qualified and elected at the annual regional meeting. The total number of Directors will be based on the number of company memberships within each region, as of 24 hours prior to the day of the annual regional meeting, not to exceed a total of four Directors per region.

(a) Regions with up to 50 member companies shall be represented by a total of two (2) Directors.

(b) Regions with 51 to 75 member companies shall be represented by a total of three (3) Directors.

(c) Regions with 76 to 100 member companies shall be represented by a total of four (4) Directors.

Section 5—Eight Geographic Regions: For voting purposes the eight geographic regions of the United States, Canada, Saudi Arabia and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Maryland, Delaware, Ohio, Kentucky, Virginia, West Virginia and District of Columbia.

Region Three (Midwest): The States of Michigan, Indiana and Illinois.

Region Four (South): The States of Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyoming, Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, Utah, Arizona, Colorado, New Mexico and Hawaii.

Region Eight (Dominion of Canada): The Provinces of Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Newfoundland and Saskatchewan.

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the annual meeting of the Association shall be determined by the Board of Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of the membership may be called by the President with the approval of the Board of Directors, by the Board of Directors, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the members in good standing.

Section 3—Directors' Meetings: The Board of Directors shall meet on dates to be determined by it, upon call of the President, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the Association or its Board of Directors must be issued by the Executive Secretary not later than thirty (30) days in advance thereof. If such be a special meeting, said notice must be accompanied by a statement of the purpose of such meeting and no other business shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regular or special meeting of the Association shall be twenty (20) per cent of the members in good standing. A quorum for any regular or special meeting of the Board of Directors shall be a majority of the qualified Directors. A simple majority of the accredited votes cast at any regular or special meeting of the membership or Board of Directors shall be necessary for the approval of any questions except as otherwise provided in these Bylaws.

ARTICLE VII—COMMITTEES

Section 1—Executive Committee: There shall be an Executive Committee composed of the President, the Vice-Presidents, the Treasurer, the immediate Past-President and the Executive Secretary, the latter ex-officio. The Executive Committee shall meet on dates to be determined by it, upon the call of the President or by a majority of its number. During intervals between meetings of the Board of Directors the Executive Committee shall advise with and aid the individual officers of the Association and shall generally perform such duties and exercise such powers as may be delegated by the Board of Directors. A quorum for any meeting of the Executive Committee shall be a majority of that committee.

Section 2—Advisory Committee: The President shall appoint an advisory committee of not less than three individuals from the past-presidents who shall be available for such duties as he may assign.

Section 3—Nominating Committee: The President shall appoint the Chairman of the Nominating Committee not less than ninety (90) days preceeding the annual meeting of the Association. The chairman shall choose his own committee, of not less than five (5) members, from among the members in good standing giving due consideration to the geographical distribution of the membership. The committee should also represent a true cross-section of the membership as far as is possible. The Nominating Committee shall solicit suggestions from the membership and present a suggested slate of officers to be voted upon at the annual meeting. (This is done by the most recently elected regional director who polls his region and reports the results to the chairman.)

Section 4—Resolutions Committee: A Resolutions Committee shall be appointed by the President at such time and in such manner as he may determine except that the Chairman shall be named with the approval of the Executive Committee.

Section 5—Other Committees: The President shall have the power to appoint such other special or standing committees as may be deemed necessary to the best interests of the Association except as may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

Section 1—Recommendations: Sixty (60) days prior to the annual meeting the Executive Secretary shall issue, to all members in good standing, announcement of the appointment of the Chairman of the Nominating Committee, and invite written recommendations for all elective offices and directorships of the Association which shall become vacant at the forthcoming annual meeting. Such written recommendations, to be considered by the Nominating Committee, must be received in the Executive Offices of the Association not later than ten (10) days prior to the annual meeting.

Section 2—Number of Nominees: The Nominating Committee shall nominate not less than one candidate for each elective office and directorship of the Association, Immediately following the report of the Nominating Committee, in the order specified herein, additional nominations for the Board may be made from the floor by voting members located in the same region as the person they nominate. All present *elected* Board members and incoming directors, except the president, are eligible to run for the presidency. Potential candidates for President will file their credentials at the National Office at least sixty (60) days prior to the annual meeting. Credentials to include company approval, NIRA record, biography and recent photograph. In the event that no candidate or only one files his intention to run for this office, nominating chairman shall act to select acceptable candidates. No person shall be nominated for any office or directorship without that person's consent.

Section 3—Order of Nomination and Election: The order of nomination and election shall be as follows:

(a) Directors at eight (8) scheduled regional meetings, preceding annual meeting.
(b) President at annual meeting.
(c) Four (4) Vice-Presidents at annual meeting.

Section 4—Voting: Voting shall be by written ballot except where the number of candidates does not exceed the number of vacancies.

President: The candidate receiving the highest number of votes for the office of President shall be declared elected.

Directors: The candidate for Director in each of the Eight Regions receiving the highest number of votes cast in his Region at the annual regional meeting shall be declared elected.

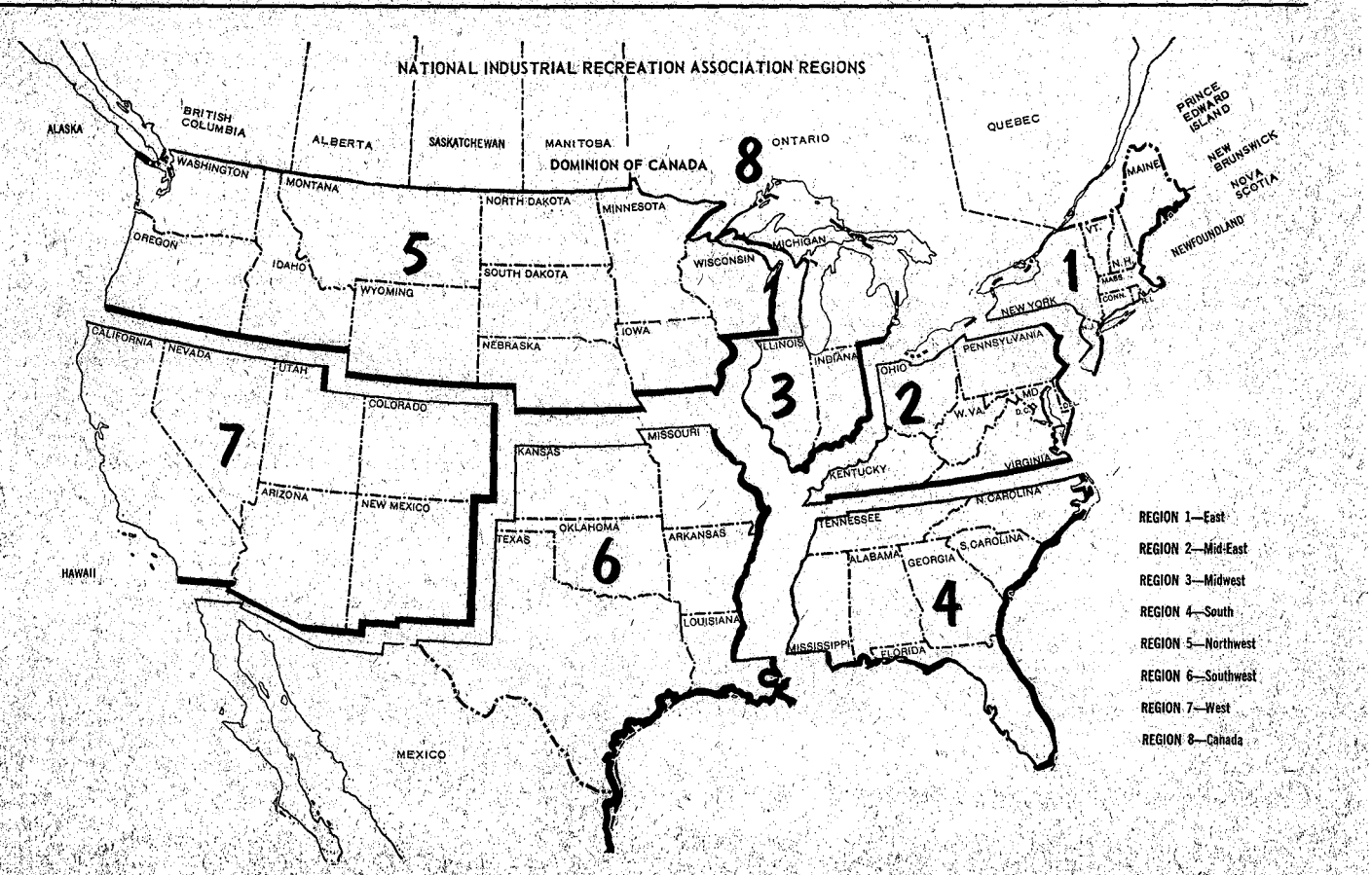
(a) If three Directors are to be elected, the two Directors receiving the greatest number of votes will be elected for two year terms and the third Director will serve for a one year term.
(b) If the President-elect has an unexpired Board term, it will be filled automatically by the runner up in his region's election of Directors.

Vice-Presidents: If the number of candidates for Vice-Presidents exceeds four (4), then the four receiving the highest number of votes shall be declared elected.

ARTICLE IX—AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may be amended at any meeting of the Association upon the affirmative vote of two-thirds of the accredited members present and entitled to vote provided that a copy of the proposed amendment for consideration at such meeting shall have been mailed, together with notice of the time and place of said meeting, to every member in good standing not less than twenty-one (21) days prior thereto.

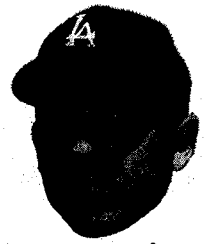
Section 2—Amendments by Referendum: These Bylaws may also be amended by referendum upon the affirmative vote of two-thirds of the members voting, provided that the form, content and dates of such referendum shall have been approved by a two-thirds majority of the Board of Directors, and provided that a copy of the proposed amendment shall have been mailed to each member in good standing not less than twenty-one (21) days prior to the deadline for such vote.



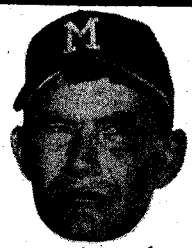




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Aug. 31, 1950



Joe Adcock
MILWAUKEE BRAVES
July 31, 1954



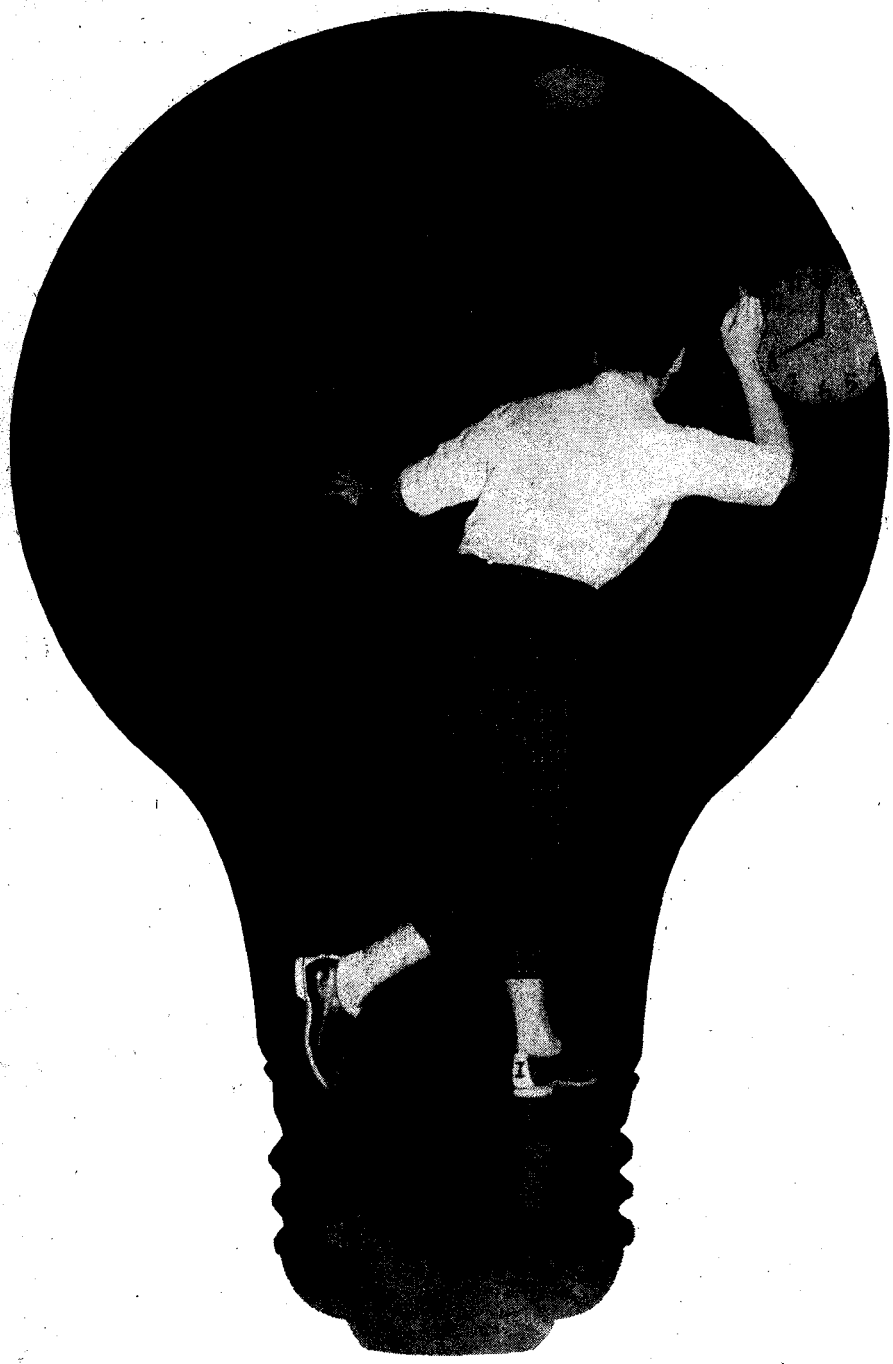
Willie Mays
SAN FRANCISCO GIANTS
April 30, 1961 (consecutive)

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